

# Air New Zealand implements 'Amadeus Fare Families' for travel agencies



Dear Trade Partners,

We are delighted to share with you that this month, Air New Zealand (NZ) implemented fare families, which allows airline to differentiate their products in Amadeus GDS. It is a completely automated solution that prompts travel agents with upsell opportunities and is fully integrated with the travel agent booking flow as well as their mid and back office system to facilitate customer servicing.

Both traveller and travel agents benefit from transparency in the shopping process. Travel agents will be able to advise passenger and proactively upsell from one fare family to the other, based on customer's need and preference.

### Key benefits

- >> **Enhanced customer satisfaction** with the ability to personalise and customise each air booking based on specific traveller needs and always recommend the best-suited upgrade.
- >> **Access to increased transparency and visibility** on airline fare family, including main fare conditions and amenities attached to each fare.
- >> **Increased efficiency** thanks to the integration of fare families into the standard booking flow.
- >> **Increased transparency** - Give your travellers complete visibility on what's included in the fare type, in terms of services, conditions and mileage accrual.
- >> **Enhanced customer satisfaction** - Empower your customers with choice and easily recommend upgrades to make their journey even more comfortable.
- >> **Efficient service** - Stay competitive by saving time thanks to easy access to all bundled fares that are integrated within the standard booking flow.

Here is example of their Fare Families offer :

Fare families	Included	At Charge
<b>SB:</b> <b>Seat &amp; Bags</b>	<b>OCC : CHECKED BAG FIRST</b> <b>OM2 : CARRY 7KG 15LB UPTO 41LI 105LCM</b> <b>OB1 : IN FLIGHT ENTERTAINMENT</b> <b>OAW : NON ALCOHOLIC DRINK</b>	<b>O6I : CHANGE BEFORE DEPARTURE</b> <b>OCD : 2ND CHECKED BAG 60.00NZD</b> <b>OCE : 3RD CHECKED BAG 100.00NZD</b> <b>OAV : ALCOHOLIC DRINK 0.00NZD</b> <b>OB3 : MEAL 1</b> <b>OBS : PRE RESERVED SEAT ASSIGNMENT 10.00NZD</b>
<b>SE -</b> <b>SMARTSAVER WORKS</b>	<b>OCC : CHECKED BAG FIRST</b> <b>OM2 : CARRY 7KG 15LB UPTO 41LI 105LCM</b> <b>OB1 : IN FLIGHT ENTERTAINMENT</b> <b>OB3 : MEAL 1</b> <b>OAW : NON ALCOHOLIC DRINK</b> <b>OAV : ALCOHOLIC DRINK</b> <b>OBS : PRE RESERVED SEAT ASSIGNMENT</b>	<b>O6I : CHANGE BEFORE DEPARTURE</b> <b>OCD : 2ND CHECKED BAG 60.00NZD</b> <b>OCE : 3RD CHECKED BAG 100.00NZD</b>
<b>XW :</b> <b>FLEXI WORKS</b>	<b>O6I : CHANGE BEFORE DEPARTURE</b> <b>OCC : CHECKED BAG FIRST</b> <b>OM2 : CARRY 7KG 15LB UPTO 41LI 105LCM</b> <b>OB1 : IN FLIGHT ENTERTAINMENT</b> <b>OB3 : MEAL 1</b> <b>OAW : NON ALCOHOLIC DRINK</b> <b>OAV : ALCOHOLIC DRINK</b> <b>OBS : PRE RESERVED SEAT ASSIGNMENT</b>	<b>OCD : 2ND CHECKED BAG 60.00NZD</b> <b>OCE : 3RD CHECKED BAG 100.00NZD</b>
<b>PE</b> <b>PREMIUM ECONOMY</b>	<b>O56 : REFUNDABLE TICKET</b> <b>O6I : CHANGE BEFORE DEPARTURE</b> <b>OCC : CHECKED BAG FIRST</b> <b>OCD : 2ND CHECKED BAG</b> <b>OM2 : CARRY 7KG 15LB UPTO 41LI 105LCM</b> <b>OB1 : IN FLIGHT ENTERTAINMENT</b> <b>OB3 : MEAL 1</b> <b>OAW : NON ALCOHOLIC DRINK</b> <b>OAV : ALCOHOLIC DRINK</b> <b>OBS : PRE RESERVED SEAT ASSIGNMENT</b> <b>O3P : PRIORITY CHECK IN</b> <b>OLF : PRIORITY BAGGAGE</b> <b>OG6 : PRIORITY BOARDING</b>	<b>OCE : 3RD CHECKED BAG 60.00NZD</b>
<b>BU</b> <b>BUSINESS</b>	All included	-