

# Changes to the way we brand and file short haul fares

British Airways

August 2017



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# Progress to date

In May 2017 we introduced long haul fare branding on EU to US routes on Amadeus, Sabre and Travelport.

Fare branding allows us to:

- Group our fares commercially and align them with product brands. This supports agents with increased differentiation of our fares by attribute
- File multiple fares in the same booking class.



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# Upcoming Changes

Fare branding is going to be introduced for our Short Haul Network in August 2017. Introducing fare branding will enable us to change our basic fare from private to public in December 2017.

Changing our basic fare from private to public means:

- We give our customers more choice as Basic fares will be combinable with other short haul fare types.
- An account code is no longer required to access our Basic short haul fares
- You will use the brand names to access any upsell fares

Fare branding sits behind our existing product branding. Fares will be aligned to a 'brand' by their attributes. Fare branding does not alter product branding. All public and private fares will be branded with the exception of Marine, Humanitarian and fares which are based solely on codeshare such as LHR-DUB with Aer Lingus.



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# Short Haul Fare Branding Matrix

	Euro Traveller			Club Europe	
	Basic	Plus	Plus Flex	Club Plus	Club Flex
Change before/after departure	At a charge	Free change on the day, anything else at a charge.	Free change on the day, anything else at a charge.	Free change on the day, anything else at a charge.	Free change on the day, anything else at a charge.
Refund before/after departure	Not available	Not available	Free	At a charge before departure. Not available after	Free
Seat Choice	At a charge	Anytime is included at a charge. -48 hours is free	Anytime from booking	Anytime is included at a charge. -48 hours is free	Anytime from booking
Hand Baggage	All; Cabin bag max 23KG 51LB 126LCM and laptop or handbag up to 85LCM				
Checked Baggage	At a charge	1st bag max 23KG (51LB). Second bag at a charge.	1st bag max 23KG (51LB). Second bag at a charge.	2 bags max 32KG each (70LB).	2 bags max 32KG each (70LB).
Catering	M&S buy on board.	M&S buy on board.	M&S buy on board.	Premium catering	Premium catering
Priority	Not applicable	Not applicable	Not applicable	Priority security area, dedicated check-in zone and Lounge access	Priority security area, dedicated check-in zone and Lounge access





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