

More Price Points on British Airways Short Haul Services

In the spring of 2019, British Airways will enhance its competitive position in the European short haul market by introducing more Club Europe price points on British Airways operated short haul journeys.

New short haul semi flex price products in R, D & C classes will be available through all channels. New semi flex price products in I class will be available to direct channels and to indirect trade partners who have an NDC connection in place.

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FAQ

1. What are additional price points (APP)?

Simply speaking, this means that there will be more prices within each booking class.

2. Why is British Airways introducing more price points?

With more price points, British Airways will be able to compete better with other airlines across short haul markets. Many of British Airways' competitors on these routes can offer prices with smaller increments between price points. Today, with limited price points, when British Airways decides to close off a booking class and sell at the next price point there is a relatively large jump up to the next price.

3. Which fare products will have additional price points?

Short haul Club Europe semi-flex fare products will have additional price points. Fully flexible fares will not have additional price points. The fare rules and conditions of the additional price points will be the same as existing Club Europe semi-flex fares.

	Fully flex?	Semi Flex?
J	✓	
C	✓	✓
D	✓	✓
R		✓
I		✓

4. How do I price a fully flex fare in C or D class?

To quote the fully flexible fare (rather than the cheaper semi flex fare) in C or D class, use the 'BIZFLEX' ATPCo brand code. For more information on Branded Fares, please contact your Distribution provider.

5. Who benefits from the Additional Price Points?

Customers travelling point-to-point on a British Airways marketed and operated short haul flight will have access to Additional Price Points when booking through any channel in R, D & C classes. Customers booking through direct channels or via an NDC-connected travel partner will have access to Additional Price Points in I, R, D & C classes.

6. Why aren't British Airways offering additional price points in I class via the GDSs?

There are technical issues which impact the mechanism for providing the additional price points in I class without causing complexity in fulfilling Ticket Time Limits. These issues could also impact price quotes which could inadvertently fluctuate between making a reservation, pricing the reservation, and eventually ticketing. At the current time, these problems are only feasible to solve in British Airways' direct channels and via an NDC connection. The good news is that NDC enables distribution of these products to the indirect channel.

7. Will BA Holidays have additional price points?

Yes. BA Holidays will also have additional price points.

8. How do I price/access the additional price points?

On ba.com and on the British Airways mobile app, customers will continue to shop as normal. The additional price points will be offered if they happen to be the cheapest available fares based on the customer search criteria.

For trade partners, there are no changes to any of the NDC requests or responses to access the additional price points – AirShopping, FlightPrice, ItinReShop APIs will automatically return one of the additional price points if they happen to be the lowest available that match the request.

9. How do I know if I have been priced an APP fare?

There will be no new indicators, keywords or any changes to the NDC response that identify whether prices returned are additional price points or not. This is because it has no impact on any of the conditions of the booking.

10. Are APP fares available on all British Airways short haul flights including codeshares?

Club Europe additional price point fares are only available on short haul flights for point-to-point journeys that both are operated and marketed by British Airways. Codeshare flights operated or marketed by other carriers will not have the additional price points, nor will BA CityFlyer or franchisees SUN-AIR of Scandinavia or Comair. Flights between LHR and MAD v.v. will not have additional price points until later in 2019.

11. Will I earn AVIOS on APP fares?

Avios can be earned on the additional price point fares as per the existing fares at the same rates.

12. Are any of the existing fare rules being changed?

Club Europe semi-flex fare rules are not changing with the introduction of additional price points. The additional price points will have the same fare rules and attributes.

13. Will the introduction of APP fares impact existing bookings?

No. The price and conditions of the customer's existing ticket remain unchanged. If the customer decides to make a voluntary change to their booking the new ticket may be repriced per the original fare rules. For bookings made through NDC, and being changed through NDC, additional price points may be used for repricing ticket changes.

14. Will corporates get their discounts on the APP fares?

In Club Europe, Corporate discounts will continue to apply only to fully flexible fares. Like today, corporate discounts will not apply to Club Europe semi-flex fares.

15. Will leisure agents get their discounts on the APP fares?

There will be no change to the percentage discounts provided to leisure agents ex-UK.

16. Is there a new account code for APP fares?

No.

17. Can customers continue 'Hold Booking for a Fee' when buying an APP?

Yes.

18. Can customers continue to pay using 'Cash & Avios' when buying an APP?

Yes.

19. How can trade partners connect to us using NDC?

There are several ways to connect to NDC. Trade partners should talk to their distribution technology provider or BA account manager or visit <https://developer.ba.com>. Each travel partner must decide which method of connection best suits their business model.