

More Price Points on British Airways Short Haul Services

In the spring of 2018, British Airways will enhance its competitive position in the European short haul market by introducing more price points on British Airways operated short haul journeys (Basic and Plus fares only).

The new short haul price products will be available to both the direct and indirect channels. NDC will support these new products which will be made available to trade partners who have such a connection in place.

We are in discussion with third party technology providers, including GDS's about the provision of these products, as we want these to be available widely so that we compete more effectively.

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FAQ

1. What are additional price points (APP)?

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

2. Why is British Airways introducing more price points?

To be more competitive

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 **Basic** and **Plus** fare products will have additional price points.

Fully flexible fares will not have additional price points, to help ensure that any customer with a fully flexible ticket wanting to make a change, can do so without paying any fare difference¹. The fare rules and conditions of the additional price points will remain the same as the existing Basic and Plus fares respectively².

4. Who benefits from the Additional Price Points?

Customers travelling on a British Airways marketed and operated short haul flight will have access to Additional Price Points when booking direct or via an NDC-connected travel partner. This includes any corporate customers who have negotiated discounts on British Airways' fares, as these discounts will also apply to the new additional price points. These corporate fares can be accessed on ba.com, through the new Concur Triplink functionality or via any NDC-connected booking tool used by the corporate customers.

5. Why is British Airways not offering additional price points via the GDS's?

There are technical issues which impact the mechanism for providing the additional price points 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.

6. Will BA Holidays have additional price points?

Yes. BA Holidays will also have additional price points.

7. 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.

¹ Fare difference may still apply as usual for some changes such as a change of routing.

² Basic and Plus fares' combinability will change because of short haul Basic Redesign, which goes live at a similar time to Additional Price Points.

8. 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.

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

Additional price point fares are only available on short haul flights that both are operated and marketed by British Airways or BA CityFlyer. Codeshare flights operated or marketed by other carriers will not have the additional price points, nor will franchisees SUN-AIR of Scandinavia or Comair.

The LHR-MAD flights which are sold as British Airways flights but are operated by Iberia will not have additional price points.

10. 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.

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

Basic and Plus fare rules are not changing with the introduction of additional price points. The additional price points will have these same Basic and Plus fare rules and attributes.

To help achieve the maximum number of price points, British Airways will be changing which fares are filed in B-class. Currently B-class has Fully Flex fares. These will be removed and replaced with Basic and Plus fares, each with additional price points.

12. 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.

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

Corporate discounts will apply to the additional price points as if these were any other public fares. These discounted additional price points will only be available to purchase through direct channels or via NDC connected agents/systems. For corporates, this equates to NDC connected TMC's or corporate booking tools; or Concur Triplink on ba.com.

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

There are plans for this but this will not be available from day one.

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

No.

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

Yes.

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

Yes.

18. 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.