

## Changes to short haul pricing products

# British Airways Short Haul Basic Fare

Further to communications sent in October to advise of changes to the way we file our short haul Basic fares, we are pleased to confirm we will be implementing these changes on 4<sup>th</sup> April 2018. From this date, short haul Basic fares will move from private to public.

If you are connected to British Airways with a New Distribution Capability (NDC) connection, there is no change to the request or response to price any of our short haul fares.

If you are not connected via NDC, you will no longer need to use an account code (HBOBA) to access these Basic fares. However, to be able to sell the Plus fares, you will need to use Branded Fares to access these more flexible fare products on our short haul routes.

In preparation for this change, we will also be aligning our brand codes that will be used as pricing entries across our short haul and long haul fare products. See the table below for updated brand codes.

SH Brand Name	LH Brand Name	ATPCo Brand Code
Basic	No equivalent fare product	NOBAG
Plus	Standard Economy	BAG
Plus Flex	Economy Fully Flex	ECONFLEX
No equivalent fare product	Premium Economy	PREMECON
No equivalent fare product	Premium Economy Fully Flex	PEFLEX
Club Plus	Business	BUSINESS
Club Flex	Business Fully Flex	BIZFLEX
No equivalent fare product	First	FIRST
No equivalent fare product	First Fully Flex	FIRSTFLEX

The Brand Code changes will come into effect from 1<sup>st</sup> February 2018, making fare branding more consistent across our network and to support you further in differentiating between our entry level and upsell fares.

In preparation for a public short haul Basic fare please ensure you have access to Branded Fares otherwise you may not be able to view all our fares in 2018.

**To find out more about Branded Fares, please contact your Distribution provider.**



# FAQ's

## **What does this mean if I need to develop my own agent system or online booking tool?**

Moving our short haul Basic implementation from December 2017 into April 2018 is to allow agents who need to develop their own systems to adopt Branded Fares more time to do so. It is advisable that you continue with any development plans you currently have to adopt Branded Fares.

## **Why will I not be able to view all BA's fares in 2018 if I do not have access to branded fares?**

At British Airways, we file multiple fares in the same booking classes. Our Basic and Plus fares share booking classes; O, Q, N, V, S, L, M, K and H. If you do not have access to Branded Fares you will only be able to see the lowest fares in the booking classes which will become Basic once it is public.

## **Why are BA making these changes?**

Fare branding will allow us to make some changes to the way we file our short haul fares. These changes will be delivered April 4<sup>th</sup> 2018 and will mean:

- You no longer need to use an account code to access our Basic short haul fares.
- In the future, Basic fares will be combinable with other fare types and will be available as half or full round trips.

The fare brands make it simpler and easier for our partners to understand the range of fare products we have. We will be able to differentiate between the full range of products on offer and further demonstrate the value they represent. These changes will help our partners, and in turn their clients, to make fully informed decisions when booking travel.

## **How do I get British Airway's fare branding?**

Speak with your Distribution partner to get further details on how to integrate British Airway's fare branding. Fare Branding is available in Amadeus, Travelport and Sabre, as well as via your NDC APIs-

The fare filing changes to Basic will take place in April 2018. After that you will no longer use an account code to access them and you will begin to use brand names to access upsell fares.

## **Do I have to use British Airway's fare branding?**

Using fare branding will mean you have access to the full range of products available through your chosen distribution channel. Once we have changed our basic fares from private to public in 2018, you will use the brands to access all fares in same booking class such as a Basic fare to a Plus fare. Speak to your Account Manager and GDS if you have any concerns about using fare branding.