



# Unbundled Atlantic Joint Business Fares:

## Reference Guide for Agency Partners, Corporates and NDC Developers

01 March 2018

**American Airlines**  
**British Airways**  
**Finnair**  
**Iberia**

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## Unbundled Overview

During April 2018, Atlantic Joint Business (AJB) carriers American Airlines, British Airways, Iberia and Finnair will introduce unbundled Economy fares for sale on selected routes between Europe and North America (and vice versa). These fares will be called **Basic** on American Airlines, British Airways & Iberia and **Light** on Finnair. These new fares provide a simple and affordable way to experience the joint business' extensive long haul network, when travelling light.

Customers will get a new price product and further opportunity to personalise their trip with ancillary products based on their individual travel needs. Customers purchasing these unbundled fares will still enjoy the same great AJB service in economy cabins as those travelling on bundled economy fares; with delicious in-flight meals, a range of in-flight entertainment and complimentary headphones and blankets.

What's included	What's not included
✓ Hand baggage allowance only (one carry on and one personal item)	X No free checked baggage
✓ Allocated seating when check-in opens	X No free seat selection
✓ Changes for a fee	X Non-refundable
✓ A great range of in-flight meals, snacks and drinks	X Final boarding group ( <i>except IB</i> )
✓ Headphones and blankets	X No system-wide upgrades ( <i>AA-specific</i> )
✓ In-flight entertainment	
✓ Collect miles/points	

It's important that customers understand what their Basic/Light fare offers them. The fare attributes should be disclosed in your fare display or by your Sales agents. It should be made clear that the new Basic/Light fares have:

- **No checked baggage allowance** – Customers purchasing Basic/Light fares will still be entitled to a generous, hand baggage allowance, comprising a carry-on bag and a personal item. If a customer requires a checked bag they may prefer the bundled upsell products which are inclusive of a 23kg/50lb checked bag allowance (more detail in *Bundled Fares* section below). On BA, AY & IB, customers can pay for additional checked bags any time before departure online, by calling the call centre or at the airport (excludes mixed-metal/codeshare itineraries which can be serviced at the airport only). On AA, this can be done at the airport.
- **No free seat selection** – Customers purchasing Basic/Light fares will be allocated seating when check in opens (or possibly at the gate on AA). Customers can pay for seating at any time before departure online for all carriers. Family seating rules will be applied to seat allocation, meaning children (*refer to individual carrier website for exact definition*) will be seated with an adult, when booked in the same reservation. Anyone over the age-limit for children is treated as an adult, so we may seat them separately. To ensure that a family group can sit together, customers may wish to pre pay for seating online.
- **Non-refundable** – Customers purchasing Basic/Light fares are not entitled to any refund, other than the applicable, refundable taxes. However they are entitled to change their flights for a fee.
- **Final boarding group** – Customers travelling on Basic/Light fares will be assigned to the final boarding group (except IB which has a different boarding process).

## Bundled Upsell Product Overview

Each A/B carriers' bundled upsell product from Basic/Light remains the best value for those customers who wish to include a checked bag, as well as allowing the customer to choose a seat.

	American Airlines	British Airways	Finnair	Iberia
Product Name	Main	Standard	Standard	Optima
Hand Baggage	One carry on and one personal item			
Checked Baggage	1 x 23kg/50lb checked bag			
Seat Selection	Free seat selection from time of booking	Free seat selection from -24 hours	Free seat selection from -36 hours	Free seat selection from time of booking
Changes/Refunds	Changes for a fee; Non-refundable (other than applicable taxes)			
Use of System-Wide Upgrades	Permitted	n/a	n/a	n/a

It's important that customers understand what their bundled upsell fare offers them. The fare attributes should be disclosed in your fare display or by your Sales agents. It should be made clear that these fares have:

- **Checked baggage allowance** – Customers purchasing Main/Standard/Optima fares will be entitled to one piece of checked baggage, up to 23kg/50lb, as well as a generous, hand baggage allowance, comprising a carry-on bag and a personal item. On BA, AY & IB, if a customer requires additional checked bags, they can purchase these any time before departure online, by calling the call centre or at the airport (excludes mixed-metal/codeshare itineraries which can be serviced at the airport only). On AA, this can be done at the airport.
- **Free seat selection** – Customers purchasing Main/Standard/Optima fares can select their seat either at the time of purchase (AA & IB) or at the time of check-in (BA & AY). This can be done online or at airport check-in (for some mixed-metal/codeshare itineraries this may only be possible at the airport).
- **Non-refundable** – Customers purchasing the Main/Standard/Optima upsell from Basic/Light are not entitled to any refund, other than the applicable, refundable taxes. However they are entitled to change their flights for a fee.

## Unbundled Booking & Fare Rule Details

	BA Long Haul Basic Economy (including BA* codeshare)	AA Long Haul Basic Economy (including AA* codeshare)	IB Long Haul Basic Economy (including IB* codeshare)	AY Long Haul Light (including AY* codeshare)
Product Name	Basic	Basic	Basic	Light
Filed in ATPCO	Yes	Yes	Yes	Yes
Market Scope (Subject to Change)	Selected flights between Europe and US/CA (excluding IS/RU/TR/UA)	Selected flights between Europe and US/CA (excluding IS/RU/TR/UA)	Selected flights between Europe and US/CA (excluding IS/RU/TR/UA)	Selected flights between Europe and US/CA (excluding IS/RU/TR/UA)
Booking Code	O – B	B*	O – B	O – B
Fare Basis Code	B in the 7 <sup>th</sup> position	B in the 7 <sup>th</sup> position	B in the 7 <sup>th</sup> position	B in the 7 <sup>th</sup> position
Dual Availability	No	Yes	No	No
Fare Type Codes	EOU, ERU	EOU, ERU	EOU, ERU	EOU, ERU
Branded Fares: Program Codes	CFFBA	AAAT	CFFIB	CFFAY
Branded Fares: Brand Code	NOBAG	BASIC	NOBAG	NOBAG
Changeability	Yes, per fare rules	Yes, per fare rules	Yes, per fare rules	Yes, per fare rules
Combinability between Brands	Yes	No	Yes	Yes
Seat Selection	Available for purchase starting at booking**	Available for purchase starting at booking**	Available for purchase starting at booking**	Available for purchase starting at booking**
Refunds	Non-refundable	Non-refundable	Non-refundable	Non-refundable
Elite Qualifying Miles / Segments	Yes – as per current accrual rates	Yes – reduced to 0.5 EQM per mile flown	Yes – as per current accrual rates	Yes – as per current accrual rates

\*For AA\* flights operated by BA/IB/AY, the booking code may be O-B, depending on the fare rules





\*\*Online seat selection capability varies for some mixed-metal/codeshare itineraries

Additional booking and fare rule information:

- On BA, AY & IB, Basic/Light fares can be combined with other fare types to create round trip and open jaw journeys. For example, a customer can purchase a Basic/Light fare outbound, and a Main/Standard/Optima fare inbound. AA Basic fares will not be combinable with other fare types to create round trip and open jaw journeys.
- Basic/Light fares cannot combine end-on-end with short haul or domestic fares.
- Fare attributes and restrictions can be found on each carrier's website and in Amadeus Fare Families, Sabre Branded Fares and Travelport Rich Content & Branding (pending ongoing developments).
- In a multi-passenger PNR, all passengers must be booked on a Basic Economy/Light fare.

### Frequent Flyers and Basic/Light

Some differences exist between the AJB carriers for frequent flyer/elite customers who purchase Basic/Light:

	Free Seat Selection (Operating Carrier Driven)			Checked Baggage Allowance (Marketing Carrier Driven)			Currency Miles vs Main/Standard /Optima	Tier Points vs Main/Standard/Optima
	oneworld Emerald	oneworld Sapphire	oneworld Ruby	oneworld Emerald	oneworld Sapphire	oneworld Ruby	All Customers	All Customers
	X	X	X	3	2	1	Spend-based	-50% EQM/EQS
	✓	✓	✓	0	0	0	No change	No change
	✓	✓	X	1	1*	1*	No change	No change
	✓	✓	X	1	1	1**	No change	No change

\*Finnair Plus Silver & Gold cardholders, on AY operated flights only

\*\*only for Iberia Plus Silver cardholders, not equivalent Ruby customers across oneworld programmes

- Seat selection is driven by operating carrier rules including elite seat allowance
- Checked baggage allowance is driven by marketing carrier rules including elite baggage allowance
- AA elites will be ineligible for system-wide upgrades on AA flights when purchasing a Basic fare

There will be no change to the following, *earn* frequent flyer benefits when a Basic/Light fare is purchased:

- Premium check-in
- Fast-track security
- Lounge access
- Priority boarding

## Displaying Basic Economy

ATPCO Branded Fares will be used to distinguish between the various products within each carrier's cabins and/or classes of travel:

	Tier 1		Tier 2	
	Brand Name	Brand Code	Brand Name	Brand Code
American Airlines	Basic Economy	BASIC	Main Cabin	MAIN
British Airways	Basic Economy	NOBAG	Standard Economy	BAG
Finnair	Light	NOBAG	Standard	BAG
Iberia	Basic	NOBAG	Optima	BAGSEAT

- For GDS users, brand names, brand codes and attributes from Branded Fares should be used to display the above products. Further information on how to get Branded Fares can be obtained from your GDS provider.
- Product attributes, fare rules and any restrictions should be clearly communicated to customers before they complete their purchase.
- Where Basic/Light fares are offered, upsell fares in all booking classes will be branded (*may be certain exceptions in relation to Marine/Humanitarian fares*)
- Basic/Light fares, when available, will price as the default (lowest) fare in the applicable booking classes. On routes where Basic/Light are available, brand codes must be used in the pricing entries to access all upsell fares in the same booking class (utilising the brand codes in the table above). For cryptic users, if you do not use Branded Fares pricing entries then you will not generally be able to access any upsell fares (this may vary by GDS, e.g. within Sabre, all brands will be displayed using normal fare quote display, including upsell fares). For GDS or in-house developed front end users, you will need to access the Branded Fares content to display and book AIB products.
- In addition to Brand Codes, long haul Basic/Light fares can be identified through the Fare Basis Code (*B* in the 7th position), as well as Fare Type Code (*EOU/ERU*).
- For NDC developers, product attributes are available through our APIs and you should refer to each carrier's technical specifications documents for more details.

As per *Article 3 – Compliance with Airline Rules* in the 2017 IATA Agency Addendum (and *Section 4 – Agent Compliance Commitments* in the IAG NDC Selling Agreements for BA/IB), trade partners that do not disclose fare attributes correctly may be subject to deactivation.

## Unbundled Fares: Frequently Asked Questions (FAQs)

### General

#### **Which routes will Basic/Light fares be available on?**

Basic/Light fares will be available on selected routes at launch. This will be confirmed on the launch date in April.

#### **Will Basic/Light fares be available for immediate travel?**

Travel dates will be confirmed at launch.

### Baggage Allowance

#### **What is the carry on allowance for a Basic Economy/Light fare?**

All customers travelling on Basic/Light fares are entitled to a generous hand baggage allowance, comprising of a carry on and a personal item. For exact dimensions please refer to individual carrier websites.

#### **What if there is no space in the overhead locker for the customer's bag?**

If the carry on meets the carrier's size/weight requirements and there is not enough space in the cabin, this item may be safely stowed in the hold for free.

If the hand baggage exceeds the carrier's specifications and needs to be placed in the hold, the customer may be charged.

#### **What if a customer needs a checked bag?**

All carriers continue to offer a range of products including Main/Standard/Optima fares that represent the best value to customers wishing to include a checked baggage allowance (1 piece at 23kg/50lb). Basic/Light fares provide an additional option for customers who do not wish to take checked baggage for all or part of their journey.

Customers travelling on a Basic/Light fare can subsequently purchase baggage for their outbound or inbound sector online (for BA, AY & IB – but not on mixed-metal/codeshare itineraries) or they can buy additional baggage at the airport (this is the only option for AA or for any mixed-metal/codeshare itinerary).

#### **Are Frequent Flyers/Elites entitled to an additional checked bag when travelling on a Basic fare?**

This varies by marketing carrier – see table on Page 5.

#### **What about medical baggage/children's pushchairs etc.?**

Customers wishing to check-in wheel chairs, mobility aids and children's pushchairs/safety seats will always be able to do so free of charge. *Visit individual carrier's website for further details.*

### Seating and Boarding Priority

#### **Can customers travelling on Basic/Light fares select their seat?**

Seating is automatically allocated when check-in opens. Customers wishing to select their seat can pay for seating at any time before departure online (online seat selection capability varies for some mixed-metal/codeshare itineraries).

#### **Will families be sat together when travelling on Basic/Light fares?**

Family seating rules will be applied to seat allocation, meaning children (*refer to individual carrier website for exact definition*) will be seated with an adult, when booked in the same reservation. Anyone over the age-limit for children is treated as an adult, so we may seat them separately. To ensure that a family group can sit together, customers may wish to pre pay for seating online.

#### **Will seat selection privileges still apply for Frequent Flyers/Elites?**

This varies by operating carrier - see table on Page 5.

**Are there any changes to disabled seating policies for Basic/Light fares?**

No – please refer to operating carrier’s website for further details.

**Are Frequent Flyers/Elites entitled to priority group boarding when travelling on a Basic/Light fare?**

Yes – earned benefits such as premium check-in, fast-track security, lounge access and priority boarding remain.

**Point/Mileage Accrual****Will Frequent Flyers/Elites earn miles when travelling on Basic/Light fares?**

Yes – see table on Page 5 for further details.

**Flexibility/Changes****Is it possible for a customer to ‘upsell’ and exchange their ticket to a non-Basic/Light fare?**

Yes – Basic/Light fares allow changes for a fee, as per the fare rules.

**Booking and Inhibiting Basic/Light Fares****Does Branded Fares need to be used to access long haul unbundled (Basic/Light) and bundled (Main/Standard/Optima) fares?**

If you use a GDS, using fare branding will mean you have access to the full range of products available through that channel. *Speak to your GDS and/or your Account Manager if you have any concerns.*

For NDC developers, fare brands and product attributes are available through each carrier’s APIs and you should refer to each carrier’s technical specifications documents for more details.

**How can the display of Basic/Light fares be inhibited?**

**GDS:** Pricing entries may be available to return Main/Standard/Optima as the lowest fare available, inhibiting the pricing of Basic/Light fares. For example, using the qualifier “FXD” in Travelport cryptic systems will exclude Basic/Light fares (with ERU/EOU fare type) from being selected. There is, however, no pricing entry to inhibit Basic/Light fares in Sabre, although *bargain finder pricing (“WPNCB”)* with the brand code for Main/Standard/Optima can be used to display upsell fares. Please contact your GDS for detailed instructions.

**OLBT:** When using certain Online Booking Tools, options may exist to exclude Basic/Light fares from display or pricing, where these fares may fall outside of corporate travel policy. For example, within Concur “*show but do not allow*” can be selected when using Sabre Branded Fares, or “*Exclude Unbundled Economy Fares*” from search results when using Travelport systems. Please contact your Online Booking Tool provider for detailed instructions.

**Basic/Light Fare Exclusions****Will Basic/Light fares be eligible for Net Fares?**

No, Basic/Light fares will not be eligible for Net Fares.

**Will Basic/Light fares be included in OnBusiness/or corporate deals?**

No, Basic/Light fares will not be included in any agreed OnBusiness or corporate deals

**Will Basic/Light fares be available when booking groups?**

No, Basic/Light will not be available for group bookings.



### **Disruption/Rebooking**

**Are schedule change/irregular operation rebooking procedures the same when purchasing a Basic/Light fare as Main/Standard/Optima fares?**

**BA/AY/IB operated flights:** Yes

**AA operated flights:** No – customers are required to be rebooked in the same inventory as their original booking. If the originally booked inventory is unavailable, please rebook the customer in the lowest available inventory in main cabin. Please see details below for further details regarding AA:

<b>AJB Frequent Flyer Status</b>	<b>Inventory</b>	<b>AA Prime Flights</b>	<b>Joint Business Partners</b>	<b>oneworld Carriers</b>	<b>Other Airlines</b>
<b>Elite Members</b> (oneworld Emerald, Sapphire or Ruby)	Originally booked inventory or lowest available inventory, same cabin	Yes	Yes	Yes	Yes
<b>Non-Elite Members</b>	Originally booked inventory or lowest available inventory, same cabin	Yes	Yes	No	No