



# Long Haul Branded Fares & Basic Economy on non-north Atlantic routes

Following the announcement that we will be introducing a new long haul Basic Economy fare on our routes in partnership with our Atlantic Joint Business (AJB) partners, British Airways and Iberia would like to announce that this new fare will also be offered on selected non-north Atlantic (NATL) routes.

The new fares support our focus on customers; offering customers more choice and a new price point with the ability to personalise their trip with ancillary products based on their travel needs. Customers purchasing Basic fares will enjoy the same great service in our World Traveller (Economy) cabin as those travelling on a Standard Economy fare, with new and improved in-flight meals, a range of in-flight entertainment and complimentary headphones and blankets. The new fares also include our generous hand baggage allowance and allocated seating.

Branded Fares will be used to file the new long haul Basic Economy fare. This enables two fare products to be filed in the same booking class. British Airways long haul fare branding is currently available on Europe to US routes. Iberia fare branding is currently available on short and medium haul routes. To support our technical introduction of the new fare type:

- From 19<sup>th</sup> March, British Airways long haul fare branding will also be available on routes from UK-Middle East and UK-Asia. British Airways and Iberia fare branding will also become available on other long-haul markets over the coming months
- A new "Basic Economy" fare brand will go live during April in the selected markets where the fare is filed
- At launch, Basic Economy fares will always display as the lowest available fare on those routes
- To upsell to fares inclusive of checked baggage, you will need to use the upsell product brand codes. If you do not use Branded Fares pricing entries, then you will not be able to access any upsell fares in the markets where Basic Economy is filed

**To find out more about our new long haul Basic Economy fare, non-NATL agents should refer to the Unbundled Atlantic Joint Business Fares Agency Reference Guide for more information. For market differences, non-NATL Agents should refer to the attached FAQs. You can contact your account manager and request further details about this communication if needed.**

# Frequently Asked Questions – Branded Fares

## What is fare branding?

ATPCO Branded Fares provide airlines with the ability to better display and sell their fare products, by grouping fares into recognisable “brands” which have common attributes. The services included with each brand, such as flexibility, baggage, seat selection, and other in-flight and airport services, allow airlines to offer the right fare to the right customer, and increase the potential for up-sell opportunities. ATPCO Branded Fares is an industry standard distribution method, supported by all major GDSs.

## What are the British Airways fare brands for the long-haul market?








British Airways long haul fare brands and codes are shown in the table below:

	World Traveller			World Traveller Plus		Club World		First	
	Basic Economy	Standard Economy	Economy Fully Flex	Premium Economy	Premium Economy Fully Flex	Business	Business Fully Flex	First	First Fully Flex
BRAND CODE	NOBAG	BAG	ECONFLEX	PREMECON	PEFLEX	BUSINESS	BIZFLEX	FIRST	FIRSTFLEX
Change before/after departure	At a charge	At a charge	Free	At a charge	Free	At a charge	Free	At a charge	Free
Refund before/after departure	Not available	Not available	Free	Not available	Free	At a charge before departure. Not available after	Free	At a charge before departure. Not available after	Free
Seat Choice	At a charge	Anytime is included at a charge. -24 hours is free	Anytime from booking	Anytime is included at a charge. -24 hours is free	Anytime from booking	Anytime is included at a charge. -24 hours is free	Anytime from booking	Anytime from booking	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 23KG each (51LB).	2 bags max 23KG each (51LB).	2 bags max 32KG each (70LB).	2 bags max 32KG each (70LB).	3 bags max 32KG each (70LB).	3 bags max 32KG each (70LB).
Catering	Food and Bar service. Premium catering at a charge.	Food and Bar service. Premium catering at a charge.	Food and Bar service. Premium catering at a charge.	Premium catering	Premium catering	Premium catering	Premium catering	Premium catering	Premium catering
Priority	Not applicable	Not applicable	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	Priority security area, dedicated check-in zone and Lounge access	Priority security area, dedicated check-in zone and Lounge access

The Basic Economy fare brand will go live during April and will only show on the routes where the fare is filed. All other brands will be available from 19<sup>th</sup> March when roll out of fare branding on rest of world markets commences with UK-Middle East and UK-Asia. Other markets will be branded over coming months.

## What are the Iberia long haul fare brands?

Iberia long haul fare brands are shown in the table below:

	 BASIC	 OPTIMAL	 FLEXIBLE	 PREMIUM ECONOMY PROMOTIONAL	 PREMIUM ECONOMY FLEXIBLE	 BUSINESS PROMOTIONAL	 BUSINESS FLEXIBLE
<b>IB</b>							
<b>BRAND CODE</b>	NOBAG	BAGSEAT	FLEX	PREECOPROM	PREECOFLEX	BUSPROMO	BUSFLEX
<b>CABIN</b>	Economy	Economy	Economy	Premium Economy	Premium Economy	Business	Business
<b>HAND BAGGAGE</b>	1 Piece included (56 x 45 x 25cm) + personal belonging.						
<b>BAGGAGE IN HOLD</b>	For a fee	1 Piece included	2 Pieces included	2 Pieces included	2 Pieces included	2 Pieces included	2 Pieces included
<b>MEAL</b>	Included	Included	Included	Included	Included	Included	Included
<b>SEAT SELECTION</b>	For a Fee	Included	Included	For a Fee	Included	Included	Included
<b>WIFI</b>	For a Fee	For a Fee	For a Fee	For a Fee	For a Fee	Included	Included
<b>CHANGE</b>	For a Fee	For a Fee	Free	For a Fee	Free	For a Fee	Free
<b>REFUND</b>	Not available	Not available	For fee	Not available	For a fee	Not available	For a fee
<b>PRIORITY</b>	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Yes	Yes

The Basic Economy fare brand will go live during April and will only show on the routes where the fare is filed. Other markets will be branded over coming months.

## Why are British Airways and Iberia making these changes?

Fare branding will allow us to file two fares in the same booking class and launch our Long Haul Basic Economy fare during April.

- At launch, Basic Economy fares will always display as the lowest available fare on those routes.
- In order to upsell to fares inclusive of checked baggage, you will need to use the upsell product brand codes. If you do not use Branded Fares pricing entries then you will not be able to access any upsell fares in the markets where Basic Economy is filed

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.

## When can I access these changes?

British Airways long haul fare branding can be seen today in all major GDSs and Online Booking Tools on Europe-US routes. From 19<sup>th</sup> March, fare branding will be extended to UK-Middle East and UK-Asia routes. British Airways and Iberia's long haul fare branding on other non-NATL routes will become available the coming months.

The new Basic fares will be available on selected routes at launch through your GDS, online booking tool and NDC APIs during April. The Basic fare brand will not display in your chosen distribution channel until the point the Basic fare has been filed.

**Are there any fares which are not being branded?**

British Airways Marine and Humanitarian fares are not being branded. All other public and private fares will be branded unless stated otherwise.

# Frequently Asked Questions – Basic Economy (non-NATL specific)

## Are there any differences to the Basic Economy fare for non-NATL markets?

Yes, there are some differences to the booking and fare rule details that are shown on page 4 of the *Unbundled Atlantic Joint Business Fares Agency Reference Guide*. non-NATL Agents should be aware that Fares will be restricted to sales in country of journey origin and should refer to the table below for other differences:

	BA Long Haul Basic Economy (including BA* codeshare)	IB Long Haul Basic Economy (including IB* codeshare)
Filed in ATPCO	Yes	Yes
Markets ATPCO Zones (Subject to Change)	Between Europe and Worldwide long-haul markets	Between Europe and Worldwide long-haul markets
Booking Code	O-H	A – H
Dual Availability	No	No
Fare Type Codes	EOU, ERU	EOU, ERU
Branded Fares: Program Codes	CFFBA	CFFIB
Branded Fares: Brand Code	NOBAG	NOBAG
Changeability	Yes, per fare rules	Yes, per fare rules
Combinability	Yes	Yes
Seat Selection	Available for purchase starting at booking	Available for purchase starting at booking
Refunds	Non-refundable	Non-refundable
Elite Qualifying Miles / Segments	Yes – as per current accrual rates	Yes – as per current accrual rates

All other information in relation to Basic Economy fares is as per the *Unbundled Atlantic Joint Business Fares Agency Reference Guide*

**Will new Basic fares be available in all non-NATL routes and point of sales?**

New Basic fares will be launched on selected routes across both Iberia and British Airways network. Where there are market specific regulations regarding unbundled fare types, the new fare will not be available.

Iberia and British Airways will ensure that further information related to the launch of new Basic fares on other selected routes and markets is disclosed at the appropriate time.

**To find out more about our new long haul Basic Economy fare, non-NATL agents should refer to the Unbundled Atlantic Joint Business Fares Agency Reference Guide for more FAQs.**