

Airline Retailing. Simplified.



TRAVEL COMMERCE



Take control of your ancillary sales with Travel Commerce, the only ancillary sales solution on the market specifically designed to work with New Skies®.

#### Adaptable and Customizable

Travel Commerce grows with you to keep pace with your evolving business needs. Add new business partners and products on your timeline – choose from our catalog of global suppliers, connect to **your** existing suppliers or self-manage your inventory.

#### Revenue Management

Apply markups, markdowns, discounts and preferred pricing to rates

#### Partner Management

Connect via APIs or upload inventory

#### Marketing Management

Create customer segments and implement seasonal promotions and sales

#### Service Management

Leverage a single PNR with all confirmations and sales details in one itinerary

**50%**

Non-flight ancillary products have a potential to contribute 50% or more to your total revenue\*

**58%**

58% of surveyed airlines say that increasing ancillary revenue is a top priority\*\*

**\$60**

Ancillary revenue can exceed \$60 per passenger†

**navitaire**  
an **AMADEUS** company

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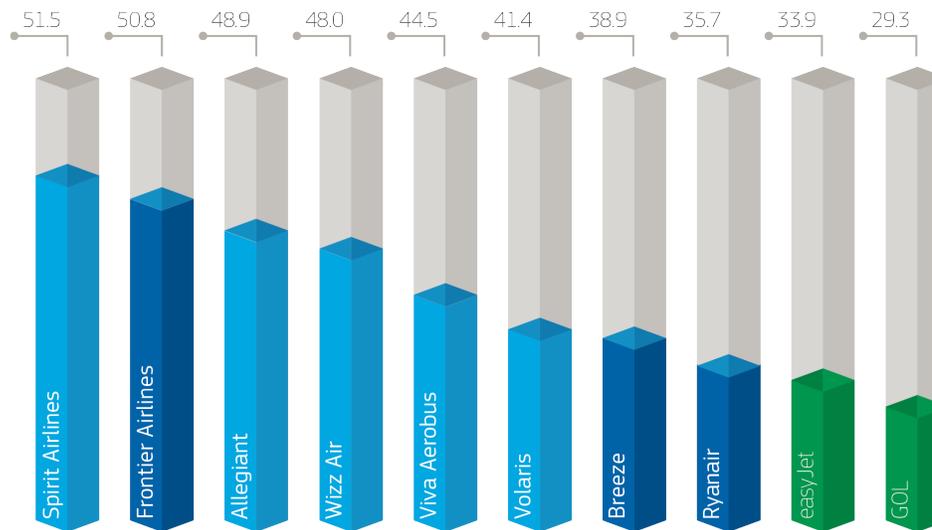
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### A Track Record You Can Trust

Three of the world's top 10 airline ancillary revenue producers measured as a percent of total revenue use Travel Commerce. Shouldn't you?



Source: The 2023 CarTrawler Yearbook of Ancillary Revenue: 2022 Top 10 Airline Ancillary Revenue Rankings by IdeaWorksCompany. Published 27 September, 2023

■ Navitaire Clients  
■ Navitaire Travel Commerce Clients

Increase your revenue by combining flights, hotels, cars, activities and other products into one sale.

Travel Commerce gives you the flexibility to offer travel products and integrate dynamic content at any point in the booking flow – online and in the call center.

### Advantages

- **Single Order, Single Invoice** – Create a one itinerary that includes all products, transactions and payments
- **Preferred Products** – Push high-margin products to the top
- **Flexible Pricing** – Offer discounts, markups or markdowns
- **Maintain Control** – Branding, travel journey, sales permissions, and partner relationships
- **Rich Content** – Images, descriptions, terms and more shown online and in the call center

\*Retrieved 22 February 2022 from <https://ideaworkscompany.com/wp-content/uploads/2021/09/2021-Ancillary-Revenue-Yearbook.pdf>  
 \*\*Retrieved 15 November 2018 from [https://diggintravel.com/Diggintravel\\_2018\\_Digital\\_Merchandising.pdf](https://diggintravel.com/Diggintravel_2018_Digital_Merchandising.pdf)  
 †Retrieved 15 November from <https://www.ideaworkscompany.com/wp-content/uploads/2018/09/2018-Ancillary-Revenue-Yearbook-R.pdf>

### Learn More

Contact Navitaire to learn how Travel Commerce can help you grow your ancillary revenue.