



Routehappy by ATPCO Elevates Airline Merchandising Software with Routehappy Rich Content Solutions for Airlines, Announces Three Tailor-Built Rich Content Hubs

Amenities Hub, UTA Hub, and UPA Hub give airlines more control and customization of product and fare attributes in both direct and indirect shopping channels

NEW YORK, October 4, 2018 – [Routehappy by ATPCO](#) announced today it has significantly expanded its offerings with the unveiling of *Routehappy Rich Content Solutions for Airlines*, featuring three rich content Hubs for airlines: Amenities Hub, UTA Hub, and UPA Hub. The three rich content Hubs provide airlines a wide range of features in the creation, management, and distribution of their rich content, with never before offered control and customization features for both direct and indirect channels.

Routehappy's rich content Hubs have been tailor-built for airlines, launching less than eight months after industry data powerhouse ATPCO purchased Routehappy in February 2018. Today, Routehappy provides rich content for nearly 300 airlines worldwide, and more than 85 sales channels subscribe to its rich content. As the industry standard for airline rich content, Routehappy Rich Content Solutions for Airlines provides a single source for high quality and affordable airline rich content with which airlines, sales channels, and technology platforms can modernize flight shopping.

Amenities Hub & UTA Hub

Amenities Hub and UTA Hub enable airlines to customize and control the merchandising of core product attributes like seat, food, and Wi-Fi (Amenities), as well as benefits and restrictions by fare (UTAs) on indirect and direct sales channels. For example, airlines can now customize Routehappy Amenities to reflect brand differentiation or personality, such as "3 course meal" instead of "Dinner provided." With UTA Hub, an airline can now customize its UTAs to make fare benefits and restrictions come to life, for example "SkyPriority" instead of "Priority" for the Boarding Priority UTA. Airlines can now easily leverage unique brand and product differentiators in even their most factual rich content, Amenities, and UTAs, enabling them to stand out in flight shopping results.

UPA Hub

UPA Hub enables airlines to create targeted product merchandising content that brings the customer experience to life in shopping channels with photos, videos, descriptions, and more. To maximize the value airlines can get out of such powerful merchandising content, Routehappy is launching *Routehappy Agency*, a team of dedicated rich content strategists that provide airlines hands-on strategic guidance and management of their UPAs. Routehappy Agency helps airlines craft their UPA merchandising strategy, identifies content gaps and opportunities, creates graphics for hard-to-visualize concepts that give an airline a competitive advantage, conducts consumer testing, and also provides on-the-ground photoshoot support to help airlines create the most compelling media possible to incorporate into flight shopping.

Amenities, UTA, and UPA 360

Routehappy also unveils the comprehensive visualization of airline rich content with Amenities 360, UTA 360, and UPA 360. Subscribed airlines have access to a complete view of their rich content in a cloud-based modern interface, with powerful search and filtering tools, and can visualize how consumers will see their rich content in flight shopping.



“We are in constant innovation mode and dialogue with the industry to ensure our rich content solutions serve the industry’s needs as it modernizes,” said Robert Albert, CEO of Routehappy by ATPCO. “Routehappy Rich Content Solutions is the robust enterprise software that airlines need to create and manage modern rich content without compromise.”

With today’s announcement, Routehappy has also bolstered its [subscription tiers](https://www.routehappy.com/subscriptions/airlines) for airlines, providing flexible and robust solutions wherever they are on their rich content journey. Learn more at www.routehappy.com/subscriptions/airlines.

Industry Commentary

Sharon Mickelson, Director Global Pricing Distribution Revenue Management at Delta Air Lines said: “Delta is committed to providing our customers with the best information so they can choose the Delta products and services that best suit their needs. Our partnership with Routehappy by ATPCO will provide Delta customers with richer content and greater transparency, while enhancing the shopping experience across all of our channels.”

Neil Geurin, Director, Distribution Strategy at American Airlines said: “We’ve seen how the industry has embraced Routehappy’s rich content and we support Routehappy’s mission to help airlines differentiate their products and offerings. The mass adoption of Routehappy content shows us that rich content is here to stay, and delivers benefits to consumers, airlines, and distributors alike.”

Tye Radcliffe, Director of Distribution at United Airlines said: “Routehappy’s new airline-focused solutions showcase United’s products and services across all shopping channels and highlight our investments in our products where it matters most – when consumers are making their purchasing decisions.”

Rolf Purzer, President and CEO of ATPCO, added: “We recognized Routehappy’s significant potential in the market, and very quickly acknowledged it as a game-changer for the industry. To see the industry embrace Routehappy’s rich content validates our decision to acquire a company that is fundamentally changing the way people around the world shop for flights.”

About Routehappy by ATPCO

Routehappy by ATPCO, the industry standard for airline rich content, helps airlines and distributors differentiate and better monetize their products. Routehappy’s Amenities API provides comprehensive cabin amenity data, including seat, aircraft, layout, Wi-Fi, entertainment, power, food, and beverages, its UTA (Universal Ticket Attribute) & UPA (Universal Product Attribute) API provides consumer friendly, easy to integrate merchandising content, highlighting benefits and restrictions by fare and product. Routehappy provides airlines with three tailor-built Hubs: Amenities Hub, UTA Hub and UPA Hub, that helps airlines create, manage, customize and distribute targeted rich content, wherever flights are displayed. Routehappy is a wholly owned subsidiary of ATPCO. Based in New York, Routehappy by ATPCO serves airlines and sales channels worldwide. For more information, visit www.routehappy.com.

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