

Airbus Routehappy alliance Frequently Asked Questions

Why is rich content in flight shopping important?

Flyers care about their experience, in addition to price and schedule, when shopping for flights. Consumers and travel agents need more information when shopping for flights and airlines need better tools to merchandise products in sales channels. Rich merchandising content at the point of sale helps consumers make the most informed purchase decisions. Rich merchandising content at the point of sale helps airlines differentiate their offerings to improve conversion, upsell and customer satisfaction.

Who is Routehappy?

Routehappy is the merchandising content platform for flight shopping, helping airlines and distributors differentiate and better monetize their products. Routehappy Hub is a cloud based platform that helps airlines create, manage and distribute standardized targeted rich product and ticket attribute content in sales channels. Routehappy is based in New York serving airlines and distributors everywhere.

What is a UPA?

A UPA (Universal Product Attribute) is an industry standard presenting product content including a headline, description, icon, photos, videos, 360° virtual tours and a product information link. UPAs are targeted by aircraft, cabin, airport, route and other targeting criteria. UPAs describe all aspects of the tangible and untangible experience of a flight.

Why did Routehappy and Airbus decide to create an alliance?

Both Airbus and Routehappy believe that de-commoditization is in the best interest of consumers, airlines and distributors alike. The Airbus Routehappy alliance will benefit the ecosystem and help showcase Airbus' product differentiators to consumers when they are shopping for flights.

What exactly is the Airbus Routehappy alliance?

The Airbus Routehappy alliance provides airlines support in their use of Routehappy Hub. Routehappy Hub helps airlines create and distribute compelling merchandising content in flight shopping results to consumers and travel agents. The alliance launches with four carriers who fly with either or both A380 and A350 aircrafts.

Why is Airbus giving airlines an incentive to use Routehappy Hub?

Airbus believe its aircraft design and features offers a superior flying experience, giving the passenger and airlines more of what matters in air travel: personal space, comfort and well-being on board. Airbus wants to encourage airlines to promote Airbus branded UPAs in flight shopping including key differentiators for airlines that add value to both the airline's proposal and the passenger experience.

What is the value for an airline to participate?

It's a win-win for airlines – they are able to receive support towards their Routehappy Hub subscription and assistance from Airbus on compelling product features Airbus aircraft offer passengers (e.g. wider seats, ambient lighting to match mood, quiet cabins, state of the art entertainment, larger overhead stowage.)

What airlines are participating in the Airbus Routehappy alliance?

The program was launched with carriers operating A380 and A350 aircraft, starting with four major carriers: Cathay Pacific, Emirates, Lufthansa and Singapore Airlines. The alliance is expected to expand to more airlines later this year.

What search engine are displaying the Airbus branded UPAs ?

Airbus branded UPAs are now visible on key distribution sites such as Webjet, the first online travel agency in Australia, and Cheapticket in Europe. Other major distributors are expected to adopt branded UPAs in the near future.

What do airlines have to do in order to receive the Airbus Routehappy alliance support?

Airlines must apply to participate, starting with an expression of interest to airbus@routehappy.com. With approval, airlines must create and distribute Airbus branded UPAs which promote product differentiators of Airbus A380 and A350 aircraft.

Which Airbus aircraft will be featured? Will it expand to others?

Currently, the Airbus Routehappy alliance is aimed at carriers operating Airbus A380 and A350 XWB aircraft. The alliance is expected to expand to more aircraft types later this year.

Will the UPAs only cover business and first class, or economy, too?

Routehappy content covers all cabins for the participating airlines, showcasing what is special in each class on the A380 and A350 XWB aircraft.

Do airlines already need a Routehappy subscription in order to receive the incentive?

Yes. Airlines require a Routehappy Hub subscription in order to join the alliance. For more information on subscribing to Routehappy contact partner@routehappy.com

I have more questions who can I contact for further information?

Please email airbus@routehappy.com if you have additional enquires.