

# CONCEPT PROPOSAL

## **Fare Optimizer for Airlines**

*Your Smart Pricing Advantage in Galileo GDS*

### **Overview**

**Fare Optimizer** is a powerful, plug-and-play tool designed specifically for airlines to stay competitive in the fast-moving world of airfare distribution. With a single entry in the **Galileo GDS**, airlines can now **dynamically adjust fares** across markets — increasing sales while protecting yields.

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### **Key Benefits**

#### **One Command. Global Impact.**

Make real-time fare adjustments across routes and markets with just a single GDS entry #FQCC — no manual recalculation or fare filing delays.

#### **Stay Competitive, Always.**

Monitor competitor pricing and automatically align or optimize your fares to remain the first choice for agents and travelers.

#### **Fully Integrated with Galileo GDS.**

No separate system or login required. Works seamlessly within your existing GDS fare filing workflow.

#### **Boost Sales & Load Factor.**

Respond to market demand instantly — increase seat occupancy without compromising on pricing strategy.

#### **Smart Rules Engine.**

Define parameters by market and by competition. Set blackout by RBD and Period

#### **Reporting and analysis.**

Real-time reports and analysis data

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## 💡 Use Case Example – Fits Air (8D)

An airline sees low demand on the Colombo–Male route due to fare higher than benchmark competitor. With Fare Optimizer, a single entry in Galileo recalibrates the fare to a more attractive level as per benchmark setting and boosting agent bookings within seconds.

### Agency process:

- ✓ Fare shopper – Agency use fare shopper to find the flight options
- ✓ Book PNR – even though 8D fare is not competitive, agency can create PNR
- ✓ Optimize fare: input **#FQCC** in Galileo to get optimized fare auto loaded in PNR
- ✓ Issue ticket – Agency issue ticket with TKP command in own BSP

Travelport Smartpoint - Application Window 1

APPLICATION TERMINAL HISTORY WINDOW PNR SEARCH SELL TOOLS HELP

1-FSCMB9AUGMLE  
>#FQCC/C8D

TTL OF 25 PRICING OPTIONS AND 27 ITINERARY OPTIONS RETURNED

PRICING OPTION	ADT	TOTAL AMOUNT	TAX INCLUDED	SA	32Q	WBLIT3LK	D R
1 GF 145 W 09AUG CMB MLE	1725	1825	SA	32Q	WBLIT3LK	D R	800 AED
PRICING OPTION 2	ADT	TOTAL AMOUNT	TAX INCLUDED	SA	77W	LAAOPLK1	D R
1 EK 653 L 09AUG CMB MLE	2035	2135	SA	77W	LAAOPLK1	D R	950 AED
PRICING OPTION 3	ADT	TOTAL AMOUNT	TAX INCLUDED	SA	32Q	EOWLK	D R
1 8D 923 E 09AUG CMB MLE	1345	1450	SA	32Q	EOWLK	D R	1040 AED
PRICING OPTION 4	ADT	TOTAL AMOUNT	TAX INCLUDED	SA	333	LOWLK	D R
1 UL 101 L 09AUG CMB MLE	0720	0815	SA	333	LOWLK	D R	1120 AED

## 🔒 Secure, Scalable, and Supported

Backed by Multiairlines' expertise in automated airline solutions, Fare Optimizer is scalable across all fare types and protected by robust GDS integration protocols.

## 📞 Ready to Get Started?

Let us show you a **live demo** on how Fare Optimizer can reshape your pricing game.

### Contact:

✉ [clifford@multiairlines.com](mailto:clifford@multiairlines.com) | 🌐 [www.multiairlines.com](http://www.multiairlines.com) | 📞 +97150 6246099