

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.

***** 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.

Solution Solution 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

\checkmark Reporting and analysis.

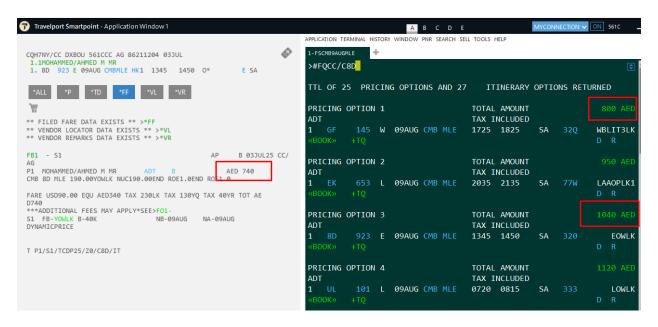
Real-time reports and analysis data

♀ 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



■ 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.

C Ready to Get Started?

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

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