



Modern Retailing Content Implementation Guide

As of February 2, 2024

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Modern Retailing Overview

American Airlines is committed to delivering modern retailing experiences to travel agencies and corporate customers. Starting in April 2023, shopping via modern retailing channels will be the only way customers can retain access to best-available third-party public channel content.

Modern retailing channels include:

- **Third-party modern retailing (NDC-enabled):** Travel agencies and booking tools connected to American's NDC via Travel Agency Direct Connect or GDS/NDC Aggregator.
- **American-owned channels:** Bookings made on aa.com (including Concur® TripLink), American's mobile app, American Airlines reservations, American Airlines Vacations, American Airlines Ticket Centers, metasearch engines (e.g., Google Flights, Kayak, etc.) that direct customers to aa.com and other American Airlines branded sites.

Third-party legacy technology channels: Third parties connected to American's content using EDIFACT technology.

Content Categories

Content category	Third-party legacy technology (EDIFACT)	Third-party modern retailing (NDC-enabled)	American-owned
Standard <ul style="list-style-type: none"> Everyday Main and Premium cabin fares (e.g., may not be our lowest fares) Eligible for corporate and leisure discounts 	✓	✓	✓
Value <ul style="list-style-type: none"> Lowest fares available to third parties (e.g., fares with restrictions, Basic Economy, etc.) Not eligible for further discounts (already considered discounted) 		✓	✓
Enhanced <ul style="list-style-type: none"> Offers (e.g., Main Plus, Main Select, Flagship® Business Plus™, etc.) – eligible for corporate and leisure discounts. The Main Select offer may be less expensive than the Standard content category Main Cabin fare in third-party legacy technology channels. Ancillaries (e.g., bags, seats, etc.) – not eligible for corporate discounts 		✓	✓
Special offers via American-owned channels <ul style="list-style-type: none"> Web sales, limited time offers and AAdvantage® member exclusive offers Historically these special offers have comprised a small percentage of bookings made through third parties 			✓

Customers booking through modern retailing channels will have access to Enhanced content and functionality enabled by New Distribution Capability (NDC) technology.

- Standard content:**
 - Available to travel agencies and corporate customers booking via Online Booking Tools (OBTs) in all channels, including third-party legacy technology channels and modern retailing channels.
 - Standard offers may not be American’s lowest fares.
 - These offers are eligible for corporate and leisure discounts.
- Value content:**
 - Available via modern retailing channels.
 - Value offers include American’s lowest fares in third-party public channels. This includes many fares with restrictions and Basic Economy.
- Enhanced content:**
 - Exclusively available via modern retailing channels.
 - Enhanced content includes offers, such as Main Select, Main Plus and Flagship® Business Plus™ fares and ancillaries.
 - Enhanced offers will be eligible for corporate and leisure discounts – as of April 2023, this is a new benefit for American’s corporate accounts. Ancillaries will not be eligible for corporate discounts.
- Special offers via American-owned channels:**
 - Some special offers will be available only via American-owned channels, such as aa.com. Examples include web sales and exclusive offers tailored to AAdvantage® members.
 - Historically these special offers have comprised a small percentage of bookings made through third parties.

Content Implementation

American has created a new Fare Basis Code convention to support the implementation of our content strategy. All of American’s fares will be filed in the **public tariff and are viewable in all channels**. Booking and ticketing restrictions will be applied in CAT 15 of the fare rules.

How to identify the channel in which fares can be transacted:

- Reference the 8th character position of the Fare Basis Code:
 - **Numeric character:** If the 8th position is a numeric character, then it can be transacted in **third-party technology channels (EDIFACT + NDC) and modern retailing channels**.
 - **Alphabetic character:** If the 8th position is an alphabetic character, it can be transacted in **modern retailing channels (NDC-enabled and American-owned channels)**.

FARE BASIS CODE: 8 TH Character		
Third-party technology (EDIFACT + NDC) for Standard offers	Third-party modern retailing (NDC-enabled) for Value offers	American-owned (e.g., aa.com)
1	Z	A
2	Y	B
3	X	D
4	W	E
5	V	G
6	U	J
7	T	K
8	S	M
9	Q	N
0	R	P

Additional information - fare rules:

American will be updating the fare rules in both CAT 50 and CAT 15 to provide additional clarity with additional text. Examples below:

- Value offers (**American-owned & third-party modern retailing**):
 - Added text: “FARES MAY ONLY BE SOLD BY NDC OR AA DIRECT”
- Special offers via American-owned channels (**American-owned**):
 - Added text: “FARES MAY ONLY BE SOLD BY AA DIRECT”

Testing Fare Basis Identifiers – Content Implementation

American has filed test fares that are readily available in the following markets:

Market	Fare Basis Code	Viewership	Tariff & Rule
GCK – ABI	BOAVZRUA	AA Only	DFR Rule M11V
GCK – ELP ¹	BOAVZRUZ	AA + NDC	DFR Rule M11V
SJT – FRA	B1NOC4SA	AA Only	IPRA Rule J501

¹The CAT15 viewership coding for GCK-ELP restricts ticketing to GDS = F1 only.

Test Fare Examples

GCK-ABI:

FQGCKABI3APR-AAVBY<<							
GCK-ABI		CXR-AA	MON 03APR23		USD		
AA-AAL/MAINFL - MAIN CABIN FLEXIBLE							
AA		GCKABI		03APR23			
V	FARE BASIS	BK	FARE	TRAVEL-TICKET	AP	MINMAX	RTG
2	BOAVZRUA	YX	827.00	----	-/1	-/	205
3	B0AWZRUI	YX	828.00	----	-/1	-/	205
4	YA2AA	Y X	950.00	----	-	-/	205
5	Y	Y X	3176.63	----	-	-/	205
Itinerary / Price example:							
1	3142Y 10APR M GCKDFW*SS1 600A 732A /E /OPERATED BY SKYWEST AIRLINES AS AMERICAN EAGLE						
2	4039Y 10APR M DFWABI*SS1 902A 1007A /E /OPERATED BY ENVOY AIR AS AMERICAN EAGLE						
WPBRMAINFL<<							
10APR DEPARTURE DATE-----LAST DAY TO PURCHASE 03FEB/2359							
	BASE FARE		TAXES/FEES/CHARGES	TOTAL			
1-	USD769.30		72.30XT	USD841.60ADT			
	XT 57.70US	5.60AY	9.00XF				
	769.30		72.30	841.60TTL			
ADT-01	BOAVZRUA						
GCK AA X/DFW AA ABI769.30B0AVZRUA USD769.30END ZPGCKODFW0 XF							
GCK4.5DFW4.5							

GCK-ELP¹:

FQGCKELP3APR-AAVBY<<							
GCK-ELP		CXR-AA	MON 03APR23		USD		
AA-AAL/MAINFL - MAIN CABIN FLEXIBLE							
AA		GCKELP		03APR23			
V	FARE BASIS	BK	FARE	TRAVEL-TICKET	AP	MINMAX	RTG
2	BOAVZRUZ	YX	624.01	----	-/1	-/	204
3	B0AVZRUI	YX	625.01	----	-/1	-/	204
4	YA2AA	Y X	909.00	----	-	-/	204
5	Y	Y X	3720.58	----	-	-/	204
Itinerary / Price example:							
1	AA3142Y 10APR M GCKDFW*SS1 600A 732A /E /OPERATED BY SKYWEST AIRLINES AS AMERICAN EAGLE						
2	AA1365Y 10APR M DFWELP*SS1 914A 1008A /E						
WPBRMAINFL<<							
10APR DEPARTURE DATE-----LAST DAY TO PURCHASE 03FEB/2359							
	BASE FARE		TAXES/FEES/CHARGES	TOTAL			
1-	USD580.47		62.94XT	USD643.41ADT			
	XT 43.54US	4.80ZP	5.60AY	9.00XF			
	580.47		62.94	643.41TTL			
ADT-01	BOAVZRUZ						
GCK AA X/DFW AA ELP580.47B0AVZRUZ USD580.47END ZPGCKODFW0 XF							
GCK4.5DFW4.5							

¹The CAT15 viewership coding for GCK-ELP restricts ticketing to GDS = F1 only.

SJT-FRA:

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FQSJTFR3APR-AAYBY<<
SJT-FRA      CXR-AA      MON 03APR23      USD

AA-AAK/MAIN - MAIN CABIN
AA      SJTFRA.AT      03APR23      MPM 6435
V FARE BASIS      BK      FARE      TRAVEL-TICKET AP      MINMAX      RTG
1      BINOC4SA      YWO 1997.00      ----      -/¥ -/ - AT01

Itinerary / Price example**:
1      3575Y 10APR M SJTDFW*SS1 1026A 1136A /E
      /OPERATED BY ENVOY AIR AS AMERICAN EAGLE
2      70Y 10APR M DFWFRA*SS1 409P 845A 11APR T /E

WPBRMAIN<<
10APR DEPARTURE DATE-----LAST DAY TO PURCHASE 03FEB/2359
      BASE FARE      TAXES/FEES/CHARGES      TOTAL
1-      USD1997.00      275.70XT      USD2272.70ADT
      XT      240.00YR      21.10US      5.60AY      9.00XF
      1997.00      275.70      2272.70TTL
ADT-01      BINOC4SA
SJT AA X/DFW AA FRA M1997.00BINOC4SA NUC1997.00END ROE1.00 ZP
SJT0 XFSJT4.5DFW4.5
**Example: Atlantic example is for testing purposes and subject to change.
    
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Additional Information

This guide is intended to help third parties understand how to identify Value and Standard fares. In terms of content suppression, this remains the same and is no different for customers that are suppressing content (e.g., Basic Economy) today.

This guide will be updated to reflect the latest as additional information becomes available.