BETTER INFORMATION
FOR BETTER DECISIONS

T2RL Engage 2025

Master Dynamic Pricing: From Models to Market-Ready Offers – What Defines Success?

Transitioning to Modern Airline Retailing

22 September 2025

T2RL's Definitions - different types and complexity of Dynamic Availability and Pricing Capabilities

- **Dynamic Availability** - Flexibly adjusts selling class (RBD) availability at time of request by applying manual or science-based business rules. Dynamic Availability relies on pricing of the selling class products still being managed by pre-distributed static fares and its fare rules and restrictions.
- **Dynamic Availability with Price Driven Strategies (Dynamic Pricing essentials) -** Manages pricing by applying manual or science-based strategies at any point in time. It relies on pre-distributed static fares and controls fare applicability using "hidden" fare rules adjusting booking class availability based on the dimensions of the strategies which allows very dynamic price changes even at time of request.
- **Dynamic Pricing with Internal Fare Adjustments –** determines availability and price dynamically, and when creating the pricing record for legacy compatibility, applies a fare adjustment based on ATPCO categories, "zap-off" discounts or mark-ups to achieve the required price offer. **This approach is only valid in direct and NDC channels.**
- **Dynamic Pricing with Automated Filed Fare Updates -** Analyses the Offers generated by Dynamic Pricing to determine and apply changes in near real-time to filed fares and/or Cat25 discounts offered in indirect channels, through legacy fare filing tools.
- **True Continuous Pricing -** Enables the use of unlimited price points without being constrained to any discrete numbers or price ranges. It refers to a process that selects and distributes the exact price that the airline believes is best at that moment in direct response to a request for pricing. **This approach cannot be used in conjunction with filed fares or RBD availability.**