



Quick Guide –
Branded Fares
June 2022

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1. Air Booking Guide

ADX air itineraries are compared against 200+ contracts to build you an intuitive list of options with commissions. This air flow will take you from quoting to multi options to booking to ticketing, all in one platform. Booking ADX Air builds beautifully crafted comparisons and client itineraries as well as records commission automatically for reporting and finance payouts.



- All air itineraries are compared against our 200+ contracts to build you an intuitive list of options with commission
- Search Sabre and Amadeus inventory
- Net fares with mark-up opportunity available
- Air team support is a single click away
- Build side by side comparisons of up to 4 different itineraries
- Automatic invoicing for commission tracking
- Split credit card option when multiple tickets are sold

1.1. Branded Fares

Branded fares¹ are the bundling of optional services that airlines historically charged for a la carte – in addition to the base fare – or provided on a complimentary basis. You will see a matrix of fare comparisons between the different branded fare options and your requested itinerary (ex. Basic Economy, Main Cabin, Delta Comfort+, Delta Premium Select, etc.).

You will see as many brands as the airline gives us for a given route meaning you can UP SELL from economy to business if the price and "amenities" are right. Currently approximately 80 airlines support branded fares and results will vary based on routes and codeshares.

The screenshot shows a flight booking interface with the following details:

- Selected Flights:**
 - Los Angeles (LAX) to London (LHR) - Sun Nov 13**
 - American Airlines
 - Los Angeles (LAX) to London (LHR)
 - AMERICAN AIRLINES 6991 | Flight 6991
 - Aircraft: Boeing 777-300ER
 - Cabin Type: Economy
 - Class: M
 - Brand: MAIN CABIN
 - Meal: Meal Available
 - Baggage Allowance: 1 Piece/Passenger
 - Operated By: AA
 - Depart: Sun Nov 13 at 06:00pm
 - Terminal: B
 - Arrive: Mon Nov 14 at 12:25pm
 - Terminal: 5
 - Duration: 10h 25m
 - London (LHR) to Los Angeles (LAX) - Sat Nov 19**
 - American Airlines
 - London (LHR) to Los Angeles (LAX)
 - AMERICAN AIRLINES 6992 | Flight 6992
 - Aircraft: Boeing 777-300ER
 - Cabin Type: Economy
 - Class: M
 - Brand: MAIN CABIN
 - Meal: Meal Available
 - Baggage Allowance: 1 Piece/Passenger
 - Operated By: AA
 - Depart: Sat Nov 19 at 12:30pm
 - Terminal: 5
 - Arrive: Sat Nov 19 at 03:55pm
 - Terminal: B
 - Duration: 11h 25m
- Alternate Fares:**

	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
LAX - LHR				
LHR - LAX				
Per Adult	USD \$2,082.37	USD \$2,262.37	USD \$3,099.17	USD \$3,299.17
Commission	18%	18%	10%	10%

FARE DETAILS

Note: these fare attributes may not be applicable to codeshare flights operated by other airlines.

	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
FIRST CHECKED BAG	✓	✓	✓	✓
SECOND CHECKED BAG	\$	\$	✓	✓
THIRD CHECKED BAGGAGE	\$	\$	\$	\$
SMALL PERSONAL ITEM UP TO 40LI	✓	✓	✓	✓
CARRYON UP TO 45LI 115LCM	✓	✓	✓	✓
SAME DAY STANDBY				
SAME DAY FLIGHT CHANGE				

¹ Branded fares ONLY available on Sabre itineraries

Selected Flights

1.

USD \$2,082.37 +

City Pair Los Angeles (LAX) to London (LHR) EDIT

Los Angeles (LAX) to London (LHR) - Sun Nov 13 Total Duration: 10h 25m [View seat plan](#)

American Airlines **Los Angeles (LAX) to London (LHR)**
 AMERICAN AIRLINES 6991 | Flight 6991
 Aircraft: Boeing 777-300ER
 Cabin Type: Economy
 Class: H
 Brand: MAIN CABIN
 Meal: Meal Available
 Baggage Allowance: 1 Piece/Passenger
 Operated By: BA

Depart: Sun Nov 13 at 06:00pm
 Terminal: B
 Arrive: Mon Nov 14 at 12:35pm
 Terminal: 5
 Duration: 10h 25m

City Pair London (LHR) to Los Angeles (LAX) EDIT

London (LHR) to Los Angeles (LAX) - Sat Nov 19 Total Duration: 11h 25m [View seat plan](#)

American Airlines **London (LHR) to Los Angeles (LAX)**
 AMERICAN AIRLINES 6992 | Flight 6992
 Aircraft: Boeing 777-300ER
 Cabin Type: Economy
 Class: H
 Brand: MAIN CABIN
 Meal: Meal Available
 Baggage Allowance: 1 Piece/Passenger
 Operated By: BA

Depart: Sat Nov 19 at 12:30pm
 Terminal: 3
 Arrive: Sat Nov 19 at 02:55pm
 Terminal: B
 Duration: 11h 25m

FARE DETAILS

Note: these fare attributes may not be applicable to codeshare flights operated by other airlines.

	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
FIRST CHECKED BAG	✓	✓	✓	✓
SECOND CHECKED BAG	\$	\$	✓	✓
THIRD CHECKED BAGGAGE	\$	\$	\$	\$
SMALL PERSONAL ITEM UP TO 40L	✓	✓	✓	✓
CARRYON UP TO 45L 115CM	✓	✓	✓	✓
SAME DAY STANDBY				
SAME DAY FLIGHT CHANGE				

Alternate Fares

2.

	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
LAX - LHR	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
LHR - LAX	MAIN CABIN	MAIN CABIN FLEXIBLE	PREMIUM ECONOMY	PREMIUM ECONOMY FLEXIBLE
Per Adult	USD \$2,082.37	USD \$2,262.37	USD \$3,099.17	USD \$3,299.17
Commission	18%	18%	10%	10%
	Select	Select	Select	Select

3.

	Steps		Notes
1.	Search and select flights	•	
2.	Press Branded Fare name to review details of fare	•	<ul style="list-style-type: none"> • <i>Use <> to rotate through available branded fare options when available</i> • <i>The name is a hyperlink, and an overlay will open</i>
3.	Press SELECT to change fare type (optional)	•	<ul style="list-style-type: none"> • <i>Selected fare indicated with blue SELECTED button</i> • <i>Changing fare type will update price, class, brand, etc. in details</i>