



Joint Display Guidelines

Virgin Atlantic, Delta Air Lines, KLM & Air France

Hello. Welkom. Bienvenue

We've designed these official display guidelines to help you, our valued partner, sell our products in the very best way possible. They'll allow you to present all the information your customers expect to see correctly, so they can make their selections easily and confidently when they're shopping for a flight.

Our goal as a joint venture (JV) is to provide the same level of transparency and choice to customers, regardless of where they shop. Once you've read them through, you'll be able to display our fares, product features and benefits accurately in any customer facing channel.

To make things easier, we've divided the guidelines into two categories:



Product

You'll find clear definitions of product names, attributes and characteristics to enable customers to understand each of their unique value propositions



Presentation

We've included examples of how to display multiple airline products to enable customers to compare offers across flights and carriers clearly and easily



The Importance of Product & Presentation











How we do that










Customers know there are multiple products available on every flight and if they are unavailable in their channel of choice customers will look elsewhere. Therefore, it is imperative that customers be presented with all relevant products at flight selection, with the ability to easily understand how each of these offers compare to each other across single and multiple carriers.

1. Unbiased comparison (multiple shelves) of all products by carrier at flight selection. See page 10
2. The ability to show additional product offers (eg. drawers). See page 11
3. Additional capabilities to display more options (eg. seat maps). See page 18
4. Rich media to enhance the customer booking experience. See page 20

We understand that improving your shopping experience can take some investment. But when retailers help consumers to find the best airline products to match their needs, they will become repeat customers.

By following these display guidelines, you’ll demonstrate that as a trusted partner you share our focus on meeting customers’ expectations. And you’ll also share the benefits.

		Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
							
<div><div><div>AIRFRANCE</div><div></div></div></div>		Light	Standard	Comfort	Premium	Business	La Première
<div><div>10.20am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div> <div>Nonstop</div> <div><div>12.50pm</div><div>JFK</div><div>New York</div></div> <div><div></div><div></div></div>		Round Trip from \$362	Round Trip from \$501	Round Trip from \$527	Round Trip from \$730	Round Trip from \$1632	Round Trip from \$3245
<div><div></div><div>Compare fares</div></div>		<div><div>Standard</div><div>Non refundable</div><div>Changeable for a fee</div><div>Free checked bag</div><div>\$501USD</div><div>Select</div><div>Seatmap></div></div>		<div><div>Standard Plus</div><div>Preferred seat</div><div>Non refundable</div><div>Changeable for a fee</div><div>Free checked bag</div><div>\$527USD</div><div>Select</div><div>Seatmap></div></div>		<div><div>Flex</div><div>Refundable for a fee</div><div>No change fee</div><div>Free checked bag</div><div>\$868USD</div><div>Select</div><div>Seatmap></div></div>	

<div><div><div>DELTA</div><div></div></div></div>		Delta Main Basic	Delta Main	Delta Comfort	Delta Premium Select	Delta One	
<div><div>10.25am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div> <div>Nonstop</div> <div><div>1.00pm</div><div>JFK</div><div>New York</div></div> <div><div></div><div></div></div>		Round Trip from \$381	Round Trip from \$511	Round Trip from \$577	Round Trip from \$750	Round Trip from \$2632	
<div><div><div>KLM</div><div></div></div></div>		Light	Standard	Comfort	Premium Comfort	Business Class	
<div><div>1.20pm</div><div>CDG</div><div>Paris</div><div>11h 10m</div></div> <div>1 Stop</div> <div><div>AMS</div><div>Amsterdam</div></div> <div><div>3.00pm</div><div>JFK</div><div>New York</div></div> <div><div></div><div></div></div>		Round Trip from \$356	Round Trip from \$541	Round Trip from \$556	Round Trip from \$740	Round Trip from \$2783	
<div><div><div>virgin atlantic</div><div></div></div></div>		Light	Classic	Delight	Premium	Upper Class	
<div><div>06.50pm</div><div>CDG</div><div>Paris</div><div>11h 30m</div></div> <div>1 Stop</div> <div><div>LHR</div><div>London</div></div> <div><div>9.30pm</div><div>JFK</div><div>New York</div></div> <div><div></div><div></div></div>		Round Trip from \$342	Round Trip from \$546	Round Trip from \$583	Round Trip from \$760	Round Trip from \$1547	

Illustrative

Standard Plus - offered in drawers for Air France is a dynamic bundle. Please refer to the slide dedicated to "Product Bundles" for more information. Dynamic bundles can have various names, depending on the context.

Table of Contents

1 Product

- 1.1 Product Name
- 1.2 Product Attributes and Restrictions
- 1.3 Product Bundles
- 1.4 Ancillary Products
- 1.5 Displaying the Operating Carrier

2 Presentation

- 2.1 Comparison Display
- 2.2 Drawers
- 2.3 Display of Delta Main Basic/Economy Light
- 2.4 Delta Main Basic/Economy Light Reconfirmation
- 2.5 Airline Names and Logos
- 2.6 Flight Identifiers
- 2.7 Price Information
- 2.8 Sort Order and Filtering
- 2.9 Seat Map
- 2.10 Product Selection Confirmation
- 2.11 Rich Media
- 2.12 Corporate Experience

3 Benefits to Retailers

Appendix

1.1 Product Names

Each of the JV carriers’ branded products have been designed with their own distinct attributes and names.

Air France:

Economy Light, Economy Standard, Economy Comfort, Premium, Business, La Premiere

Delta Air Lines:

Delta Main Basic, Delta Main, Delta Comfort, Delta Premium Select, Delta First and Delta One®

KLM:

Economy Light, Economy Standard, Economy Comfort, Premium Comfort, Business Class

Virgin Atlantic:

Economy Light, Economy Classic, Economy Delight, Premium, Upper Class

Each JV carrier offers additional fare options (eg. flexible, refundable) on the above products. **See Appendix**

We use these product names throughout the customer journey, including in shopping channels, at the airport and onboard the aircraft.

To keep customers informed and the experience consistent, all products must be displayed with the correct name. Please don’t use generic names for branded products (eg. Business Class for Delta One).

The correct branded product names must be used throughout the shopping process, starting at flight selection.

06 Mar

09:40

LHR

10h 35m

06 Mar

15:15

MIA

Direct

Flying with Virgin Atlantic

Economy Light £1,225	Economy Classic £1,280	Economy Delight £1,355	Premium £2,779	Upper Class £8,492
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One way for 1 person, inc. taxes

Flight details

06 Mar

14:00

LHR

10h 30m

06 Mar

19:30

MIA

Direct

Flying with Virgin Atlantic

Economy Light £1,225	Economy Classic £1,280	Economy Delight £1,355	Premium £2,779	Upper Class £8,492
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virginatlantic.com

1.2 Product Attributes and Restrictions

The characteristics of all JV branded products and bundles are easily identifiable through their unique brand features and corresponding product attributes, as well as colors and amenity icons.

Proper descriptions and any legal restrictions must be clearly and prominently shown.

Due to the unique nature of Delta Main Basic/Economy Light, it's critical for customers to understand the attributes and restrictions of these products prior to selection.

Other products, attributes and restrictions must be presented before the final purchase.

Examples of these product attributes and restrictions are: Advance seat selection, changes, carry-on baggage, checked baggage, priority boarding, extra legroom and refundability. As these attributes can differ over time, carrier and destination, it's imperative to clearly communicate them at the time of purchase.

Product attributes, amenity icons (eg. meals and drinks, Wi-Fi, power outlet) and restrictions should be visible and highlighted in close proximity to a product's name. This can be achieved with a mouse hover pop-up, a drop-down menu or after the initial product selection.

KLM

10:55
AMS

Direct
12h05

19:00
GRU

Details

Light	Standard	Standard Plus	Flex
492 EUR	552 EUR	689 EUR	636 EUR
<p>Included per passenger</p> <ul style="list-style-type: none"> ✓ 1 hand baggage and 1 personal item (12 kg total)* ✗ No checked baggage included ✗ No free seat selection before check-in <hr/> <ul style="list-style-type: none"> ✓ Changeable (EUR 200 fee + possible fare difference) ✗ Non-refundable 	<p>Included per passenger</p> <ul style="list-style-type: none"> ✓ 1 hand baggage and 1 personal item (12 kg total)* ✓ 1 checked bag(s) included (23 kg each) ✗ No free seat selection before check-in <hr/> <ul style="list-style-type: none"> ✓ Changeable (EUR 200 fee + possible fare difference) ✗ Non-refundable 	<p>Included per passenger</p> <ul style="list-style-type: none"> ✓ 1 hand baggage and 1 personal item (12 kg total)* ✓ 1 checked bag(s) included (23 kg each) ✓ <u>Economy Comfort seat</u> ⓘ <hr/> <ul style="list-style-type: none"> ✓ Changeable (EUR 200 fee + possible fare difference) ✗ Non-refundable 	<p>Included per passenger</p> <ul style="list-style-type: none"> ✓ 1 hand baggage and 1 personal item (12 kg total)* ✓ 1 checked bag(s) included (23 kg each) ✓ Seat selection before check-in* <hr/> <ul style="list-style-type: none"> ✓ Changeable (only pay possible fare difference) ✓ Refundable if you cancel before the 1st flight in your trip
<button>Select</button>	<button>Select</button>	<button>Select</button>	<button>Select</button>

* This applies to flights operated by Air France and KLM. If another airline operates your flight, please check their website.

** Percentage of estimated fuel consumption per passenger, for the selected flight and class.

Attributes of products can differ per carrier, market and destination
klm.com

1.3 Product Bundles

We offer static and dynamic bundles as a new type of branded product to introduce attributes and personalize the offer, such as paid seats, checked bags or lounge access. Dynamic bundle names can vary based on content and the shopping request.

- For transparency, these bundles are to be displayed at the flight selection stage. The proper bundle names must also be used to avoid any confusion.
- By giving your customers the ability to enter their frequent flyer number, you can ensure that their preferences and benefits are taken into account (such as seat and bag discounts in bundles).

AIRFRANCE

21:05
CDG

Direct
12h50

+1 day
16:55
SIN

Details

Economy
Promo fare
499 EUR

Premium
1.129 EUR

Business
2.012 EUR
Price for 1 passenger
View less

Business Standard2.012 EUR	Business Flex2.239 EUR	Business Flex Extra SAF2.396 EUR
<div>Included per passenger</div> <div><div>No extra sustainable aviation fuel (Extra SAF)</div><div>2 hand baggage and 1 personal item (18 kg total)*</div><div>2 checked bag(s) included (32 kg each)</div><div>No free seat selection before check-in</div><div>Lounge access included</div><div>SkyPriority benefits*</div><div>Changeable (EUR 300 fee + possible fare difference)</div><div>Non-refundable</div></div> <div>Select</div>	<div>Included per passenger</div> <div><div>No extra sustainable aviation fuel (Extra SAF)</div><div>2 hand baggage and 1 personal item (18 kg total)*</div><div>2 checked bag(s) included (32 kg each)</div><div>Seat selection before check-in*</div><div>Lounge access included</div><div>SkyPriority benefits*</div><div>Changeable (only pay possible fare difference)</div><div>Refundable if you cancel before the 1st flight in your trip</div></div> <div>Select</div>	<div>Included per passenger</div> <div><div>10% extra sustainable aviation fuel (Extra SAF)**</div><div>2 hand baggage and 1 personal item (18 kg total)*</div><div>2 checked bag(s) included (32 kg each)</div><div>Seat selection before check-in*</div><div>Lounge access included</div><div>SkyPriority benefits*</div><div>Changeable (only pay possible fare difference)</div><div>Refundable if you cancel before the 1st flight in your trip</div></div> <div>Select</div>

Discover our La Première fares

From 6.610 EUR

* Applies to flights operated by Air France and KLM. If another airline operates your flight, please check their website.

** Percentage of estimated fuel volume per passenger, for the selected cabin and flight.

Business Flex Extra SAF column is a dynamic bundle and the other two are static bundles

Airfrance.com

1.4 Ancillary Products

JV customers can also choose to personalize their flight by buying separate ancillary products, like paid seats and bags, instead of a product bundle.

Ancillary products should be made available in the booking flow.

Enrich your trip

Choose your extras upfront to ensure the perfect start to your journey.

Add an extra checked bag from EUR 70.00.

Baggage
from 70,00 EUR

Add extra baggage



Seats

Select your seat

Some of your flights are expected to be full. Secure your favorite seat now.



Baggage

Check your baggage options



SAF (alternative aviation fuel)

Help reduce our CO₂ impact and gain XP

from 84,00 EUR



Lounge access

Discover your lounge options



Meals







Experience our fine cuisine on board

klm.com

1.5 Displaying the Operating Carrier

Our joint venture partnership provides customers with expanded global access in a single transaction. This can mean one JV carrier selling a ticket on another JV carrier. It's very important that customers understand the unique brands and differences between the JV partners, and which joint venture partner airline will be operating their flight.

Using the correct branded product name of the operating carrier - not the marketing carrier - throughout the shopping process will ensure customer awareness.

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
						
<div><div><div>AIRFRANCE</div><div>10.20am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div><div>Nonstop</div><div><div>12.50pm</div><div>JFK</div><div>New York</div></div></div>	Light Round Trip from \$362	Standard Round Trip from \$501	Comfort Round Trip from \$527	Premium Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
<div><div><div>DELTA</div><div>10.25am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div><div>Nonstop</div><div><div>1.00pm</div><div>JFK</div><div>New York</div></div></div>	Delta Main Basic Round Trip from \$381	Delta Main Round Trip from \$511	Delta Comfort Round Trip from \$577	Delta Premium Select Round Trip from \$750	Delta One Round Trip from \$2632	
<div><div><div>KLM</div><div>10.25am</div><div>CDG</div><div>Paris</div><div>Operated by Delta Air Lines</div></div><div>Nonstop</div><div><div>1.00pm</div><div>JFK</div><div>New York</div></div></div>	Delta Main Basic Round Trip from \$381	Delta Main Round Trip from \$511	Delta Comfort Round Trip from \$577	Delta Premium Select Round Trip from \$750	Delta One Round Trip from \$2632	
<div><div><div>virgin atlantic</div><div>06.50pm</div><div>CDG</div><div>Paris</div><div>11h 30m</div></div><div>1 Stop</div><div><div>LHR</div><div>London</div><div>9.30pm</div><div>JFK</div><div>New York</div></div></div>	Light Round Trip from \$342	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

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KLM marketed DL operated

2.1 Comparison Displays




Our customers expect transparency and choice when they shop for flights, and to do that, they must be able to view and compare all airline products clearly in a single shop.

You can use your discretion in determining shelf definitions, as long as they create unbiased and accurate product comparison across carriers.

On the flight selection page, you should show multiple products which can be compared to similar product types across other carriers. Additional products should be displayed at some point in the shopping flow.

Use shelf display logic to show all available products at this stage.

See Appendix

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
						
<div><div>AIRFRANCE</div><div>10.20am CDG Paris 8h 35m</div><div>Nonstop</div><div>12.50pm JFK New York</div></div>	Light Round Trip from \$362	Standard Round Trip from \$501	Comfort Round Trip from \$527	Premium Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
<div><div>DELTA</div><div>10.25am CDG Paris 8h 35m</div><div>Nonstop</div><div>1.00pm JFK New York</div></div>	Delta Main Basic Round Trip from \$381	Delta Main Round Trip from \$511	Delta Comfort Round Trip from \$577	Delta Premium Select Round Trip from \$750	Delta One Round Trip from \$2632	
<div><div>KLM</div><div>1.20pm CDG Paris 11h 10m</div><div>1 Stop AMS Amsterdam</div><div>3.00pm JFK New York</div></div>	Light Round Trip from \$356	Standard Round Trip from \$541	Comfort Round Trip from \$556	Premium Comfort Round Trip from \$740	Business Class Round Trip from \$2783	
<div><div>virgin atlantic</div><div>06.50pm CDG Paris 11h 30m</div><div>1 Stop LHR London</div><div>9.30pm JFK New York</div></div>	Light Round Trip from \$342	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	






















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2.2 Drawers

We offer different branded products and bundles (eg. products with additional attributes like preferred seats, checked bags, meals, Wi-Fi or lounge access) in each cabin.

These products should be displayed in shelves at flight selection, or in “drawers” that expand below the respective branded fare product. This allows the customer to see the maximum amount of available offers on the flight selection page, while maintaining cross-carrier comparability.

Alternately, you may offer these products on the next page immediately after flight selection.

		Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
							
AIRFRANCE 		Light	Standard	Comfort	Premium	Business	La Première
10.20am  12.50pm CDG Paris  8h 35m		Round Trip from \$362	Round Trip from \$501	Round Trip from \$527	Round Trip from \$730	Round Trip from \$1632	Round Trip from \$3245
		Standard Non refundable Changeable for a fee Free checked bag \$501USD Select	Standard Plus Preferred seat Non refundable Changeable for a fee Free checked bag \$527USD Select	Flex Refundable for a fee No change fee Free checked bag \$868USD Select			
Compare fares		Seatmap>	Seatmap>	Seatmap>	Seatmap>		
DELTA 		Delta Main Basic	Delta Main	Delta Comfort	Delta Premium Select	Delta One	
10.25am  1.00pm CDG Paris  8h 35m		Round Trip from \$381	Round Trip from \$511	Round Trip from \$577	Round Trip from \$750	Round Trip from \$2632	
KLM 		Light	Standard	Comfort	Premium Comfort	Business Class	
1.20pm  3.00pm CDG Paris   11h 10m		Round Trip from \$356	Round Trip from \$541	Round Trip from \$556	Round Trip from \$740	Round Trip from \$2783	
virgin atlantic 		Light	Classic	Delight	Premium	Upper Class	
06.50pm  9.30pm CDG Paris   11h 30m		Round Trip from \$342	Round Trip from \$546	Round Trip from \$583	Round Trip from \$760	Round Trip from \$1547	







Illustrative

Standard Plus - offered in drawers for Air France is a dynamic bundle. Please refer to the slide dedicated to “Product Bundles” for more information. Dynamic bundles can have various names, depending on the context.

2.3 Displaying Delta Main Basic/Economy Light

Delta Main Basic or Economy Light is for customers who are willing to choose a more restrictive product for a lower price.

- Delta Main Basic/Economy Light fares must be displayed when available unless no other airlines' similarly situated fares are displayed.
- One way to clearly indicate that these are more restricted fares is to add prominent badges (eg. No changes).

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
						
<div><div>AIRFRANCE</div><div>10.20am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div> <div>Nonstop</div> <div><div>12.50pm</div><div>JFK</div><div>New York</div></div>	Light Round Trip from \$362	Standard Round Trip from \$501	Comfort Round Trip from \$527	Premium Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
<div><div>DELTA</div><div>10.25am</div><div>CDG</div><div>Paris</div><div>8h 35m</div></div> <div>Nonstop</div> <div><div>1.00pm</div><div>JFK</div><div>New York</div></div>	Delta Main Basic Round Trip from \$381	Delta Main Round Trip from \$511	Delta Comfort Round Trip from \$577	Delta Premium Select Round Trip from \$750	Delta One Round Trip from \$2632	
<div><div>KLM</div><div>1.20pm</div><div>CDG</div><div>Paris</div><div>11h 10m</div></div> <div>1 Stop</div> <div><div>AMS</div><div>Amsterdam</div></div> <div><div>3.00pm</div><div>JFK</div><div>New York</div></div>	Light Round Trip from \$356	Standard Round Trip from \$541	Comfort Round Trip from \$556	Premium Comfort Round Trip from \$740	Business Class Round Trip from \$2783	
<div><div>virgin atlantic</div><div>06.50pm</div><div>CDG</div><div>Paris</div><div>11h 30m</div></div> <div>1 Stop</div> <div><div>LHR</div><div>London</div></div> <div><div>9.30pm</div><div>JFK</div><div>New York</div></div>	Light Round Trip from \$342	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

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2.4 Delta Main Basic/ Economy Light Reconfirmation

One of the most important features of the Delta Main Basic/
Economy Light product offering is the acknowledgement
of restrictions.

Clearly explaining that these are more restrictive products,
and providing one or more alternatives, is essential to
ensuring customer awareness and purchase satisfaction.

The restrictive features of Delta Main Basic/Economy
Light must be clearly communicated before initial
product selection and prior to booking.

An alternative product selection should also be
offered in case the customer wishes to purchase
a less restrictive product than Delta Main Basic/
Economy Light.

Explore Our Products

Fares are per passenger, including taxes and fees. Additional baggage fees may apply. Delta flights may be listed first. Services and amenities may vary or change.

Lowest Fare

Nonstop

DL30

8h 10m

5:35pm

ATL

Nonstop

LHR

6:45am

Fri, Aug 22

Details

Seats

Main

\$513

One-Way

Comfort

\$933

One-Way

1 left at this price

Premium Select

\$2,198

One-Way

Delta One®

\$7,691

One-Way

Select an Experience to Continue

Main Basic ⓘ

Limited Flexibility

Cancel for partial eCredit, changes not allowed¹

Board in Zone 8, limited overhead bin space²

Earn miles³

Eligible for upgrades⁴

Seat(s) assigned after check-in⁵

View All Restrictions

Accept Restrictions

One-Way

\$513

Select

Most Popular

Main

More Freedom and Flexibility

Cancel for full eCredit, changes allowed¹⁰

Board in Zone 6 or 7¹¹

Earn miles¹²

Eligible for upgrades with Medallion Status¹³

Select seat(s) at any time¹⁴

View All Features

One-Way

\$633

Select

Main Refundable

Travel with Confidence

Fully refundable, changes allowed

Board in Zone 6 or 7

Earn miles

Eligible for upgrades with Medallion Status

Select seat(s) at any time

View All Features

One-Way

\$733

Select

Experience selection applies to your trip. [View Terms and Conditions](#)

delta.com

2.5 Airline Names and Logos

For peace of mind and consistency, customers shopping for JV flights must see the same, correct logos and branding of the airlines across all channels.

It's critical that the carriers' respective trade names and trademarks are displayed clearly and in accordance with each carrier's brand guidelines. If you need further guidance or access to logo files, visit the airline's brand support page or contact your account manager.

flywith.virginatlantic.com/gb/en/partner-hub.html

news.delta.com/delta-logos-brand-guidelines

afkl.biz



2.6 Flight Identifiers

A customer’s purchase decision may center around specific flight information details, so it’s vital that such details be displayed correctly. Material flight information includes the following:

- Flight numbers
- Origin and destination airports
- Departure and arrival time
- Non-stop vs connecting itineraries
- Connection layover time
- Operating carrier and marketing carrier
- Government restrictions

All flights must be displayed at flight selection with complete and correct flight information.

Explore Our Products

Fares are per passenger, including taxes and fees. Additional baggage fees may apply. Delta flights may be listed first. Services and amenities may vary or change.

	Main	Comfort	Premium Select	Delta One®
<div><div>Lowest FareNonstop</div><div><div>DL30</div><div>8h 10m</div></div><div><div>5:35pm</div><div>6:45am</div><div>Fri, Aug 22</div></div><div><div>ATL</div><div>Nonstop</div><div>LHR</div></div><div><div>Details</div><div>Seats</div><div><div></div><div></div><div></div><div></div></div></div></div> <div><div>Delta Main</div><div>\$513</div><div>One-Way</div></div> <div><div>Delta Comfort</div><div>\$933</div><div>One-Way</div><div>1 left at this price</div></div> <div><div>Delta Premium Select</div><div>\$2,198</div><div>One-Way</div></div> <div><div>Delta One®</div><div>\$7,691</div><div>One-Way</div></div>	<div><div>Nonstop</div><div><div>DLS998</div><div>8h</div></div><div><div>DL 5998 is operated by Virgin Atlantic Airways Limited. Additional fees may apply.</div></div><div><div>6:15pm</div><div>7:15am</div><div>Fri, Aug 22</div></div><div><div>ATL</div><div>Nonstop</div><div>LHR</div></div><div><div>Details</div><div>Seats</div></div></div> <div><div>Economy Light</div><div>\$513</div><div>One-Way</div></div> <div><div>Economy Delight</div><div>\$683</div><div>One-Way</div></div> <div><div>Premium</div><div>\$1,428</div><div>One-Way</div></div> <div><div>Upper Class</div><div>\$4,916</div><div>One-Way</div></div>			
<div><div>Nonstop</div><div><div>DLS998</div><div>8h</div></div><div><div>DL 5998 is operated by Virgin Atlantic Airways Limited. Additional fees may apply.</div></div><div><div>6:15pm</div><div>7:15am</div><div>Fri, Aug 22</div></div><div><div>ATL</div><div>Nonstop</div><div>LHR</div></div><div><div>Details</div><div>Seats</div></div></div> <div><div>Economy Light</div><div>\$513</div><div>One-Way</div></div> <div><div>Economy Delight</div><div>\$683</div><div>One-Way</div></div> <div><div>Premium</div><div>\$1,428</div><div>One-Way</div></div> <div><div>Upper Class</div><div>\$4,916</div><div>One-Way</div></div>				

delta.com

2.7 Price Information

The price displayed should be the total price for the product, with no hidden fees.

Each part of the total price of the product must be clearly itemized and displayed to the customer so that they can identify the flight product, taxes and booking fees.

Price summary

Traveler 1: Adult

\$662.40

Flight

\$291.00

Taxes and fees

\$371.40

Booking fee

\$2.91

Trip total

\$665.31

Rates are quoted in US dollars

Check out

Illustrative

2.8 Sort and Filter Options

Your default sorting should be to the customer’s advantage (for instance by travel duration) and airline neutral.



Customers should be able to sort and filter for their own needs, for example:

- Travel duration
- Direct flights or number of stops
- Preferred airline(s) chosen by the customer
- Cabin



Attribute based shopping allows customers to personalize their search and only see results that suit their specific needs, saving them time and giving them confidence in their selection.

06 Mar

09:40

LHR

10h 35m

Direct

06 Mar

15:15

MIA

 Flying with **Virgin Atlantic**

Economy Light
£1,225

Economy Classic
£1,280

Economy Delight
£1,355

Premium
£2,779

Upper Class
£8,492

One way for 1 person, inc. taxes

[Flight details](#)

06 Mar

14:00

LHR

10h 30m

Direct

06 Mar

19:30

MIA

 Flying with **Virgin Atlantic**

Economy Light
£1,225

Economy Classic
£1,280

Economy Delight
£1,355

Premium
£2,779

Upper Class
£8,492

One way for 1 person, inc. taxes

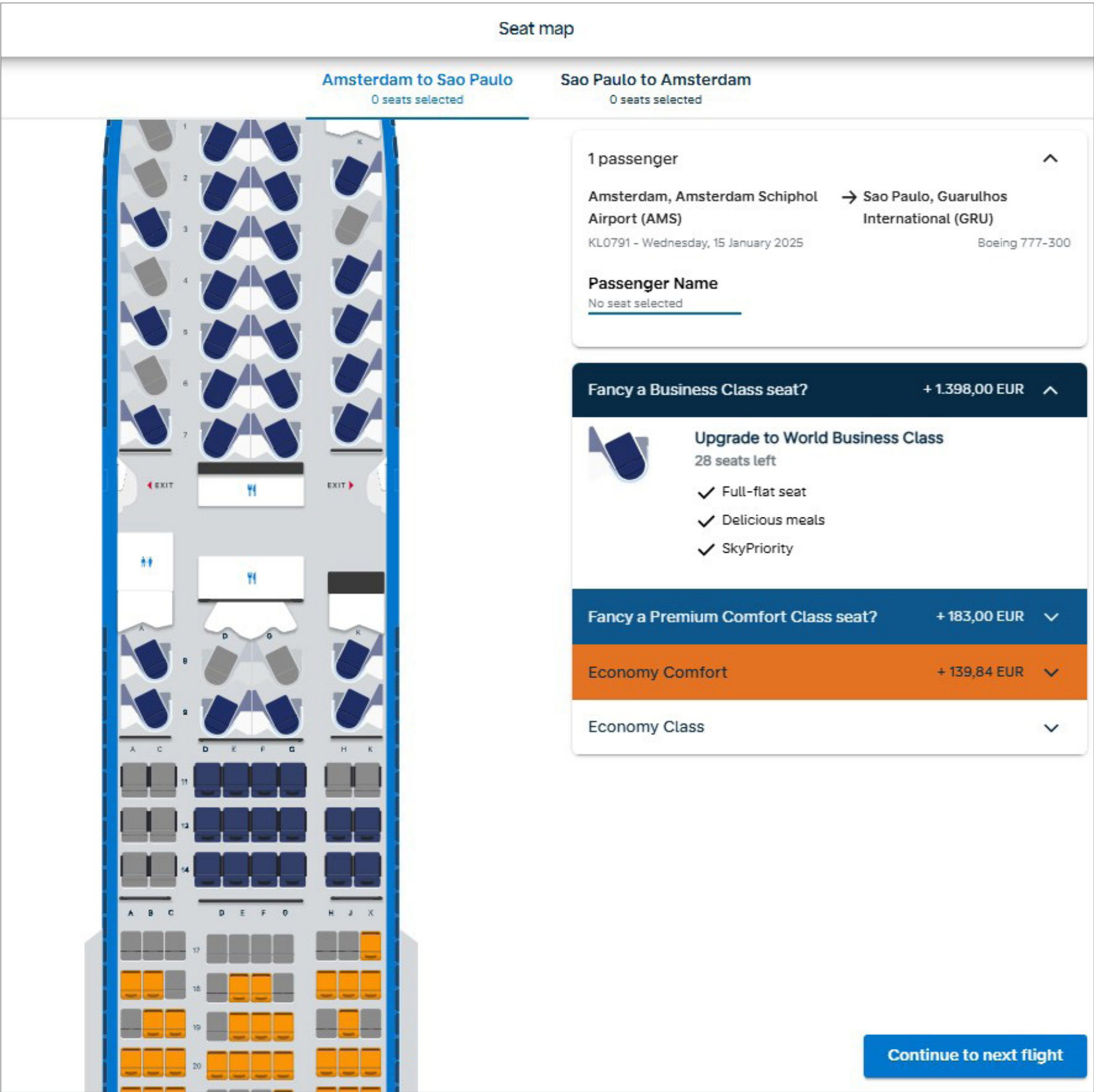
[Flight details](#)

virginatlantic.com

2.9 Seat Maps

Customers appreciate being able to view actual seat availability and select their seats early in the booking flow. Viewing a seat map gives customers the opportunity to validate their initial choice by displaying all branded products and associated amenities on their flight.

- 💡 A seat map feature should be made available to the customer in the shopping flow, displaying the available and unavailable seats of the chosen product.
- 💡 In addition to the above, the seat map should show all seats and products, and provide the customer the option to change the initial product selection. Furthermore, the seat map feature should display the amenities of the branded products.
- 💡 Enhanced seat representations within the seat map help drive increased cabin upsells.



klm.com

2.10 Product Confirmation

When shopping for flights, customers need to be able to find the experiences that best fit their needs. To do that, you must not only provide them with a full range of products at the initial flight selection, but also show at least one additional branded product later during the booking path. This gives them the opportunity to confirm their original selection or modify their choice.

- 💡 An additional branded product must be displayed at least once during shopping, giving customers an opportunity to view more than one product and confirm their choice.
- 💡 All branded products should be displayed at flight selection so customers are able to view the full suite of available products. Additional options should be presented to customers after flight selection to confirm their choice.

One Way

DL30

FRI, AUG 22

Nonstop, 8h 10m

▼

Change Flight

ATL → LHR

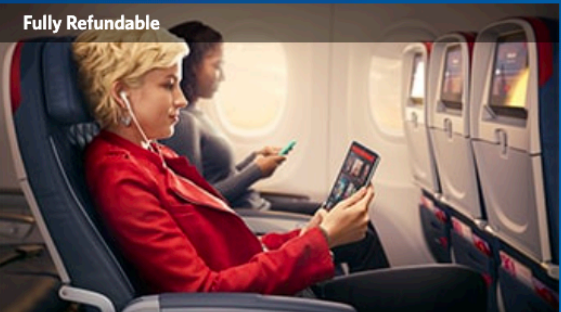
Thu, Aug 21

5:35pm - 6:45am

Main Refundable

Changeable / Refundable

Fully Refundable



Comfort Refundable

✓ All the benefits of Delta Comfort, plus...

✓ Fully refundable to your original form of payment


\$300.00

1 left at this price

UPGRADE

Per Person*

Fully Refundable



Premium Select Refundable

✓ All the benefits of Delta Premium Select, plus...

✓ Fully refundable to original form of payment

\$1,665.00

UPGRADE

Per Person*

View Seats

View a map of the plane and select your seats

SELECT SEATS

Trip Total

Currency Calculator

1 Passenger

Flights

\$700.00

Taxes, Fees & Charges

\$33.00

Amount Due

\$733.00 USD

AMERICAN EXPRESS

DELTA SKYMILES

LIMITED TIME OFFER

Earn A ~~\$300~~ \$500 Statement Credit And 50,000 Bonus Miles*

Plus, get your First Checked Bag Free on Delta flights along with Zone 5 Priority Boarding so you can settle in sooner.

\$0 Intro Annual Fee For The First Year, Then \$150

*Statement Credit Issued Approximately 8-12 Weeks After You Make A Delta Purchase On Your New Card In Your First 6 Months. Instant Card Number is Not Guaranteed. Offer Expires 7/16/2025. See Terms Below.

Rates & Fees

Offer Terms

Benefit Terms

Learn More & Apply Now

☐ Find Out If You're Approved - Before Any Impact To Your Credit Score.

AMEX Statement Credit*

-\$500.00

Total After Statement Credit

\$233.00 USD

Amount Due

\$733.00 USD

As a SkyMiles Member, you could earn:

3,500 Miles | \$700 MQDs




24 HR RISK-FREE CANCELLATION

See Terms Below.

CONTINUE TO REVIEW & PAY

delta.com

Page 19

virgin atlantic  DELTA  AIRFRANCE 

2.11 Rich Media

We're visual beings, and customers are increasingly reliant on imagery and video to help facilitate their buying decisions. We've created dedicated rich media content for branded products, ancillary products, airport dedicated services, and more to help your customers better understand the options available to them. This media includes photography, animation, movies, and infographics, and provide additional information to customers on our cabins, product attributes, and inflight amenities.

By visually enhancing your shopping processes you can remind customers of the benefits associated with products available, and increase their engagement.

ATL → LHR

5:35 pm - 6:45 am

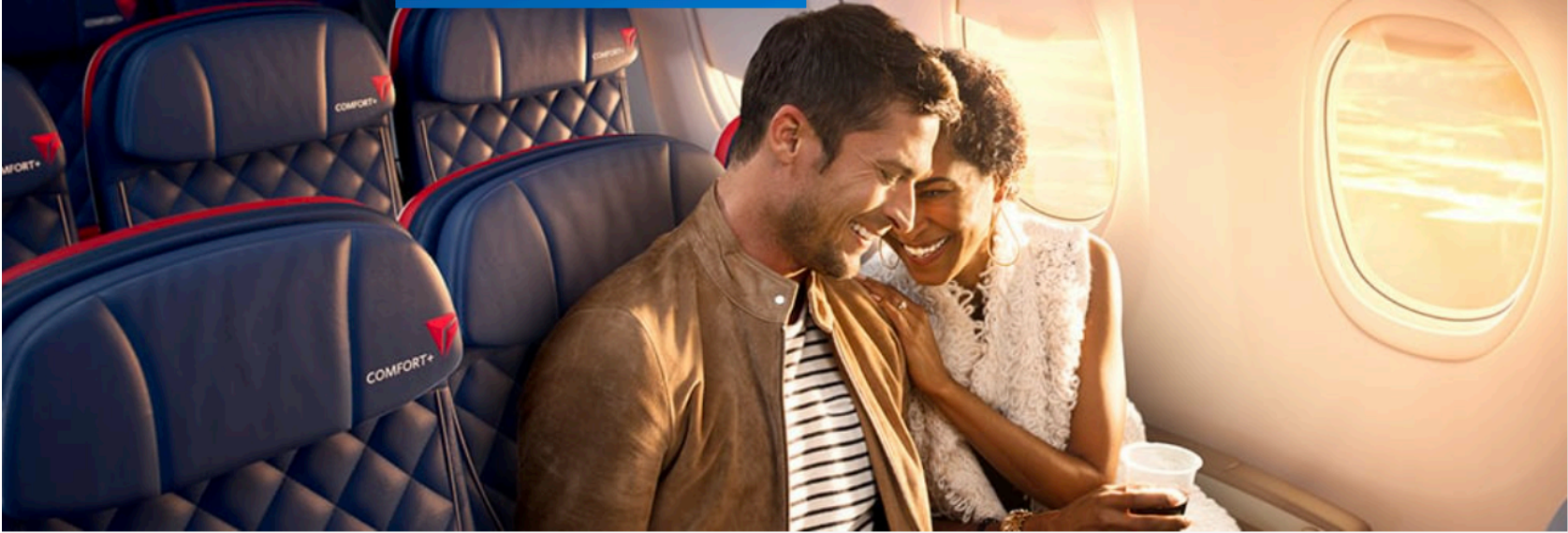
DL30 8h 10m

Boeing 767-400

1 of 1

✕

Delta Main \$513	Delta Comfort \$933	Delta Premium Select \$2,198	Delta One® \$7,691
---------------------	------------------------	---------------------------------	-----------------------



Delta Comfort

\$933^{USD}
One-way Per Passenger

Seat Experience

Food & Drink

Connectivity & Extras

Aircraft

Experience Upgraded Comfort

A more comfortable travel experience begins in Delta Comfort with the following benefits:

✓ All the benefits of Delta Main, plus...

✓ Board early & deplane quickly

✓ Complimentary beer, wine and spirits on flights over 250 miles

✓ More legroom

✓ Dedicated overhead bin space

✓ Amenity kit on long-haul international flights

Seat benefits vary.

delta.com

2.12 Corporate Experience

Corporate travelers often have different needs and requirements when it comes to choosing and purchasing flights. If corporate travelers are a substantial percentage of your customer base, you'll need to adapt your shopping experiences accordingly.

Corporate policy
When thinking about which products to display, it's important to respect corporate travel programs with clear labeling of which products are 'in' and 'out' of policy. For example, many businesses don't allow travelers to book Delta Main Basic or Economy Light.

Corporate benefits
Corporate benefits programs include many unique offers, which are available to all customers with a valid Corporate ID.

Three important benefits to highlight are:

- Priority boarding*
- Preferred seating / free seat selection
- Priority service recovery (corporate rebooking)

* Not available on Virgin Atlantic

		Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
AIRFRANCE	<div>10.20am CDG Paris</div> <div>Nonstop</div> <div>12.50pm JFK New York</div> <div>8h 35m</div>	Light Not Permitted Round Trip from \$362	Standard ✓ In Policy Round Trip from \$501	Comfort ✓ In Policy Round Trip from \$527	Premium ✗ Not In Policy Round Trip from \$730	Business ✗ Not In Policy Round Trip from \$1632	La Première ✗ Not In Policy Round Trip from \$3245
DELTA	<div>10.25am CDG Paris</div> <div>Nonstop</div> <div>1.00pm JFK New York</div> <div>8h 35m</div>	Delta Main Basic Not Permitted Round Trip from \$381	✓ Priority Boarding ✓ Preferred Seating ✓ Priority Service Recovery			Delta One ✗ Not In Policy Round Trip from \$2632	
KLM	<div>1.20pm CDG Paris</div> <div>1 Stop AMS Amsterdam</div> <div>3.00pm JFK New York</div> <div>11h 10m</div>	Light Not Permitted Round Trip from \$356	Standard ✓ In Policy Round Trip from \$541	Comfort ✓ In Policy Round Trip from \$556	Premium Comfort ✓ In Policy Round Trip from \$740	Business Class ✗ Not In Policy Round Trip from \$2783	
virgin atlantic	<div>06.50pm CDG Paris</div> <div>1 Stop LHR London</div> <div>9.30pm JFK New York</div> <div>11h 30m</div>	Light Not Permitted Round Trip from \$342	Classic ✓ In Policy Round Trip from \$546	Delight ✓ In Policy Round Trip from \$583	Premium ✗ Not In Policy Round Trip from \$760	Upper Class ✗ Not In Policy Round Trip from \$1547	

Illustrative

3.0 Benefits to Retailers

Thank you for taking the time to read our joint venture display guidelines. By following them closely, you'll achieve a 'best in class' shopping experience that customers enjoy - and will return to again and again.

Transparency: Customers will see clear and consistent offers and related information across all channels, increasing customer trust and reducing confusion and purchase dissatisfaction.

Best-In-Class Experience: Enhanced shopping displays enable industry leading retailing, selling products and services that fully meet customers' varying needs.

Relevance: Offering the full suite of products and ancillaries throughout the shopping experience will ensure you remain a viable and relevant retailer for your customers.





Joint Display Guidelines

Appendix

Airline Branded Products

Air France	Delta Air Lines	KLM	Virgin Atlantic
Economy Light	Delta Main Basic	Economy Light	Economy Light
Economy Standard	Delta Main	Economy Standard	Economy Classic
Economy Flex	Delta Main Refundable	Economy Flex	Economy Classic Flex
Economy Comfort	Delta Comfort	Economy Comfort	Economy Delight
Premium Light	Delta Comfort Refundable	Premium Comfort Light	Economy Delight Flex
Premium Standard	Delta Premium Select	Premium Comfort Standard	Premium
Premium Flex	Delta Premium Select Refundable	Premium Comfort Flex	Premium Flex
Business Light	Delta First	Business Light	Upper Class
Business Standard	Delta First Refundable	Business Standard	Upper Class Flex
Business Flex	Delta One	Business Flex	
La Premiere Standard	Delta One Refundable		
La Premiere Semi Flex			
La Premiere Flex			

Shelf Display Definition Example

	Shelf 1	Shelf 2	Shelf 3	Shelf 4	Shelf 5	Shelf 6
Description	Economy Restricted	Economy Traditional	Economy Extra Legroom	Premium	Lie-Flat	Ultra Lux
Definition	Seat Pitch < 34 with Restrictions Examples: no seat assignment, no changes, no carry- on bag or other restrictions as compared to Economy Traditional	Seat Pitch < 34	Seat Pitch > 34	Dedicated Cabin, Recliner Seat	Dedicated Cabin, Lie-Flat Seat	Second Dedicated Cabin with Lie-Flat Seat

Airline Names and Logos

virgin atlantic  	 Royal Dutch Airlines 	AIRFRANCE  	 DELTA 
virgin atlantic  	 Economy	ECONOMY 	 DELTA 
virgin atlantic  	 Premium Comfort	PREMIUM 	 DELTA 
virgin atlantic  	 World Business Class	LA PREMIERE 	 DELTA 



Joint Display Guidelines

Thank You