



# Alternative Airlines brings more Asia Pacific and Middle East low-cost carrier content to travelers through collaboration with Atlas

Turning to next-generation technology for growth

## ALTERNATIVE AIRLINES

Alternative Airlines is a flight search website that offers a fast, easy and convenient way to book flights to remote destinations as well as well-known locations.

## CHALLENGE

Alternative Airlines is looking to increase their flight choices in the Middle East and Asia Pacific region. They want to collaborate with a company that can provide global content, while ensuring the stability of content delivery and enabling better post-ticketing services for their travelers.

The travel agency operates a diversified business model across several locations. In addition to sending more European customers to APAC and the GCC, Alternative Airlines aims to drive international growth by acquiring more customers within those regions.

## WHY ATLAS



### LCC Content Across APAC & Middle East

Low-cost carriers (LCCs) are leading air travel recovery with ~56% growth during the pandemic. Alternative Airlines has seen tremendous growth from £9m to £64m between 2020 - 2022 and is now focusing on the growth opportunity of LCCs particularly in the Asian and GCC regions, to significantly increase their share of bookings.

Headquartered in Singapore, Atlas is well-versed with the low-cost space in Asia Pacific and in addition, has 100% coverage of low-cost carrier content in the GCC region. With access to over 200 global LCCs bookable on Atlas' platform, Alternative Airlines is able to expand their customer base by offering more choice to more customers.



**Sam Argyle**  
Managing Director  
Alternative Airlines

*"We have enjoyed over 600% revenue growth over the past two years. To boost this further, we must continue investing in our flight content and are excited to offer more LCC content. We believe the access to content within Asia and GCC region will be one of the key enablers. The breadth of global LCC content that Atlas provides will help drive our expansion within this region."*



**Tobias Lenz**  
Product Lead  
Alternative Airlines

*"Atlas' robust data intelligence platform has enabled our teams to better understand the performance of the LCC content we have. Together with the support and insights provided from Atlas' operations team, we have been able to make smarter content strategy plans to maximise the value of all our resources."*

### Stable And Next-Generation Technology

The Air Travel Retailing and Information Platform (ATRIP) powered by Atlas is truly next-generation, as it enables Alternative Airlines to drive data-led decision-making and improve the experience of travel booking. Devoid of any legacy systems, ATRIP's data capabilities and API performance is supported by a scalable infrastructure built on cloud architecture. Atlas has optimized global infrastructure to enable localization of relevant data, which has allowed Alternative Airlines to maintain peak performance at any time of the day.

ATRIP also provides Alternative Airlines with a data intelligence platform that consolidates relevant first and third-party data to help them better understand their customers' behaviors and identify key opportunities for growth.

## WHY ATLAS (cont...)



### Better Fares And Availability

Through Atlas' relationships with low-cost carriers all over the world, Alternative Airlines has access to more and better-priced fare classes. The stability and simplicity of Atlas' API means booking data is better organized and more easily accessed, driving faster search response rates.

Timing out, a well-known issue with LCCs, can mean the difference between securing a sale and losing a customer. By supporting up to 5000 queries per second and achieving over 96% successful bookability rate, ATRIP ensures that at any point in time, Alternative Airlines can rely on the returned results to deliver the best possible available fare class that will be fulfilled by the airline.



**Sam Argyle**  
Managing Director  
Alternative Airlines

*"Atlas enables us to quickly and seamlessly connect to low-cost carrier content. The super-fast transaction experience we've seen and access to better fare pricing is great for our customers. Along with the comprehensive LCC content mix from Atlas, we look forward to achieving above and beyond our initial growth forecast"*



### Post-Ticketing Service Support



Atlas' ATRIP allows Alternative Airlines to easily submit post-ticketing requests which are forwarded directly to the respective airlines for processing. In enabling bookings to be automatically fulfilled and post-booking services to be efficiently managed on a single platform, ATRIP aids the optimization of resources – freeing Alternative Airlines' customer support team to better manage other more impactful customer service matters.

## ABOUT ATLAS

Atlas (<https://atlaslovestravel.com>) represents the evolution of air content enablement, empowering airlines and travel sellers to better serve traveler preferences through real-time data-led insights and unrivalled technology. Using the latest cloud computing, machine learning and AI architecture, we are committed to accelerating the growth of affordable air travel worldwide.

Our Air Travel Retailing and Information Platform (ATRIP) processes vital data faster than ever before, to drive more revenue with greater flexibility and certainty. Low-cost airlines and travel sellers can now facilitate more personalized, informed choices for travelers, more economically. Our API can be implemented with ease, customized to your specific requirements, and optimized to your capabilities within hours.

At Atlas, we deeply understand the ecosystem in which our partners and customers operate because we love travel and the people in it.

To learn more, visit: <https://atlaslovestravel.com> or email: [info@atlaslovestravel.com](mailto:info@atlaslovestravel.com).

