

CONTINUOUS PRICING

Across all industries, customers are increasingly asking for more customized and tailor-made offerings. This also applies to the airline industry. When it comes to booking a flight, the offer of the airline and its pricing play a crucial role for customers. Yet, today's airline pricing is working with standards based on outdated technology that do not enable a differentiated pricing system, as the customer would expect it. Global Distribution Systems (GDSs) are controlling an airline's offer creation and their technology restricts airlines to 26 so-called price points. This means, there are only 26 different price classes per flight. If the lowest price class is fully booked, customers are only able to book the next higher booking class, and this may lead to a jump in the price, which the customer is not willing to accept.

No more price jumps

The Lufthansa Group airlines, as one of the first airline network groups, have engaged over the last years in the development of a new, innovative and customer-friendly method of airline pricing, which will shortly be rolled-out for continental flights: Continuous Pricing. The new pricing system overcomes the shortcomings of the above-mentioned traditional pricing system by allowing additional price offers between existing booking classes. Continuous Pricing thus enables the customer to receive offers that lie below the next higher price and helps to avoid large jumps in price. Most importantly, Continuous Pricing is only applied if it gives the customer a price advantage over the current airline pricing.

More attractive flight offers for customers

With the introduction of Continuous Pricing, Lufthansa Group airlines have reached a new milestone in modern airline retailing, ensuring our customers always receive the most attractive flight offers. In doing so, Lufthansa Group airlines differentiate only between customer inquiries and search behavior. This means, the prices are solely based on general parameters (e.g. high season, day of departure/arrival, time between booking and departure), and not on personal customer data (e.g. gender, weight, salary, place of residence), ensuring GDPR compliance at all times.

Continuous Pricing will be exclusively available across digital channels of the Lufthansa Group airlines, through the .coms of Lufthansa and SWISS as well as NDC-enabled channels. For the time being, Austrian.com, brusselsairlines.com as well as bookings commencing in Austria are excluded. Due to technological limitations, Continuous Pricing will not be available in Global Distribution Systems (GDS).