



WHY JOIN LIME?

BRITISH AIRWAYS FLIGHT SPECIALIST
FOR QUOTING, TICKETING AND
BOOKING MANAGEMENT



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WORKING WITH LIME

Our intuitive booking systems are designed by us, meaning we're constantly investing in new technology to help ease your booking management

You will have 24 hour access to the systems so that you can make pre-ticket amends or ticket as required. Should you need any assistance or advice, our knowledgeable team are on hand to help.

We also have an out of hours contact for flight emergencies that occur outside of normal office hours.

Thanks to our innovative booking systems, you don't require a GDS to access, book and ticket British Airways fares.

INTEGRATED SOLUTIONS

Our NDC enabled Flights system offers API connectivity to seamlessly integrate with your back/mid-office systems; bringing you all of the benefits of NDC without the need to invest in your own development.

We're currently operating with Dolphin and Anteo, but would welcome discussion regarding any additional systems we could partner with.

MARKETING SUPPORT

Our in-house marketing team can advise on use of British Airways branding, along with supplying approved imagery and content for your own collateral, including access to the British Airways Appointed Operator logo for Flights accounts.

WHY LIME FLIGHTS?

FREEDOM TO PACKAGE

Our approved distribution relationship with British Airways for Inclusive Tour (IT) fares allow ATOL bonded trade partners the ability to book British Airways nett fares with the freedom to package your own ground arrangements*, providing you a competitive edge and control over your package components.

Simply put, this means that when purchasing IT fares with Lime, you are not required to purchase ground arrangements as a full package at the same time; as required when buying through tour operators, wholesalers and consolidators. You may combine Lime provided IT fares with your own ground product to sell to your customers, whilst safe in the knowledge you are still adhering to the airline's strict selling policies.

Our Partnerships team are available to inform you of these policies and guide you on the restrictions you may have in purchasing from other sources.

AVOID EXTRA CHARGES

Booking via Lime's NDC enabled Flights system also allows you to avoid the Distribution Technology Charge (DTC) of £10.50 per passenger, per direction. This charge is applicable to customers booking via a non-NDC/ direct enabled channel, such as a GDS and most other leisure nett fare distributors.

MORE FARES, MORE CHOICE WITH NDC

Lime offers a trove of NDC-exclusive fare content due to our enabled system, giving you maximum choice. Some of the fare types that may be beneficial to your business include:

Additional price points	NDC only - not available through GDS	Additional inventory offers more fares with smaller price-jumps between classes
Inclusive Tour	Deferred	Longest ticketing deadline and best value
	Semi-Deferred	Lower priced and shorter ticketing deadline
Seat Only		Ideal for non-package requirements
Published		Fully flexible with the option to hold for 72 hours
Branded (Basic)	Hand Baggage Only (selected routes)	Perfect for customers travelling light
Specialist	Cruise only	Available to specialists on approval of a business case

EXCLUSIVE APPOINTED OPERATOR STATUS

Ensure you're head and shoulders above the competition: British Airways allow permissions to their Appointed Operator status EXCLUSIVELY to Lime's approved Flights accounts.

DEDICATED PARTNERSHIPS TEAM

Another perk of Lime Flights accounts is a dedicated Partnership Executive who can keep you up to speed on our latest developments and incentives.

**subject to ATOL and Fare Rule requirements*

ABOUT BRITISH AIRWAYS

Boasting one of the most high quality and accessible products in the sky, British Airways have achieved a global trust for both service and safety

ROUTE NETWORK

British Airways fly to over 200 destinations worldwide and are constantly evolving to suit the needs of their travellers.

Their long and shorthaul route network extends across six continents, including a number of convenient domestic connections.

Plus, thanks to British Airways alliances and airline partners across the globe, Lime customers can benefit from access to extended route networks of around 1,000 destinations plus aligned schedules, global customer support and access to over 600 **oneworld** lounges.

CABINS

British Airways innovative product range means there is an option for every preference and budget.

World Traveller cabins allow customers to enjoy a comfortable longhaul flight with everything they need in one affordable fare. Upgrade options include World Traveller Plus, Club World and First for an impeccable service and understated British elegance at every step of the journey.

For shorthaul travel, Club Europe offers an upgraded experience with high levels of comfort while Euro Traveller is great value for money with a sensational catering partnership.



REWARDS



Exclusively available to Flights accounts, Grandi is designed to reward your company over the year with financial remuneration when you continually choose British Airways with Lime.

Our Bronze, Silver and Gold tiers are packed with perks and rewards, designed to increase the more you book. As a new member, you'll be automatically placed on our Bronze scheme which includes the following benefits:

- Regular account management calls with one of our Partnership Executives to ensure you're up to speed with Lime's incentives.
- The ability to request lounge access and upgrades when flying British Airways (subject to availability).
- Our growth incentive will reward you with financial remuneration once more than 350 passengers have flown longhaul in 2019.

**incentives subject to change at the start of each year*

INCENTIVES & EVENTS



Throughout the year, Lime's Flights and Groups accounts can benefit from a whole host of incentives with high value prizes and the opportunity to attend fam trips on offer.

We carefully design our incentives to reward everyone, from individual prizes for reservations agents to company-wide experiences and events to ensure that everyone benefits from your business choosing to book British Airways with Lime.

Alongside our incentives, we also host regular events where you'll have the chance to speak with our team about your account and learn more about British Airways.

Previous events we've held include our showcase day held at Waterside, British Airways HQ, an evening out at Winter Wonderland and annual top client trips to a mystery location!

CONTACT US TO GET STARTED

PARTNERSHIPS

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Lime is part of the Travel Innovation Group.
Designing, building and implementing innovative products
and services for the travel industry.

