PK-Voucher
A New Way to Sell Air Tickets
IATA Webinar 20200423
Who is PKFARE

A B2B Marketplace of Travel Products

GlobalMarketPlace

Sellers

PKFARE

Simple & Smart

Buyers
Our Figures

- 230+ Suppliers
- 100+ Countries and Regions
- 300+ Employers
- 11,000+ Buyers
- 12,000+ Average Daily Transactions
- 50,000,000 Average Daily Search Volume
Problems We Want to Solve

Cash Flow
Airlines’ cash flow is becoming more and more tight due to the increasing number of refunds caused by this pandemic

Recovery
Airlines need to take some measures to attract passengers when the market start to recover after the pandemic
Our Solution: PK-Voucher

- Agents could use PK-Vouchers to pay for air tickets of airlines issuing PK-Vouchers
- Airlines could refund PK-Voucher to passengers to ease cash flow pressure
- PK-Voucher could also be used as a new way to sell air tickets after the pandemic
How PK-Vouchers Work

- Airline authorizes PKFARE to issue PK-Vouchers on behalf of airline
- Airline can manage conditions of using PK-Vouchers
- Airline can offer flexible incentive through PK-Vouchers
- PKFARE provides its voucher management system
- PKFARE is responsible to sell PK-Voucher to buyers of PKFARE.com
- PKFARE collects payments from buyers and then settle with airlines
- PK-Vouchers can only be used to purchase air tickets on PKFARE.com
Two Options for Airlines to Manage PK-Vouchers

**PK-Voucher API**

Airlines manage PK-Vouchers by integrating PK-Voucher system into Airline system via API

- Integration implementation is required
- More preparation time needed before
- API maintenance and update is required

**PK-Voucher Back Office System**

Airlines manage PK-Vouchers via back office system(website) provided by PKFARE

- Zero IT investment
- Less preparation time needed
- Zero cost for maintenance and update of the system
Why PKFARE Can Do

Reliable Voucher Management System
- 100,000+ vouchers issued in 2019
- User friendly backend
- Easy connect with PSS

Huge and Mature Global Agents Network
- 200+ suppliers
- 10,000+ buyers
- 100+ countries and regions

High Quality Customer Service
- 7*24 Available
- Service in more than 10 languages
- AI assistant

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Benefits for Airlines

- Instant positive cash flow
- Catch sales opportunities in advance
- Take lead in sales competition when business start to recover
- Zero cost in implementation
- Zero cost in marketing
- Zero cost in handling customer service
- Special incentive for PK-Voucher only
- Management of how to use voucher
Why Agents Are Willing to Buy

- Recovery will come sooner or later, those agents who have potential to survive have started to make plan for recovery
- Voucher incentive is an absolute advantage in competing with others
- If one agent buys vouchers, other agents will have no choice but to buy vouchers
- We made a survey of 100 agent partners, more than 90% are willing to buy PK-Vouchers
Thank!

www.PKFARE.com