

DELTA FARE STRATEGIES

- CORPORATE CONTRACTS
- GROUP FARES
- WWW.DELTA.COM/MEETING
- ZONE FARES



↑
1¢ INCREASE
IN FUEL

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COST AIRLINES
\$25K/MIN.

- 1 IN 40: FREE TICKET
- MULTI MEETING PROG.
~COUNT ALL FLIGHTS FOR THE YEAR.
- EVENT CODE:
~GUARANTEED BEST FARE
- CHECK OTHER EVENTS:
~COME OFF PEAK
- GIVE NOTICE 5-8 MONTHS OUT
→ INC. IN PLANE GRADE

TIPS

* FREE FLIER SEATS OPEN UP 331 DAYS BEFORE



* GREAT COACH SEATS OPEN UP 24 HRS BEFORE THE FLIGHT

upgrades are given

* BOOK OFF-PEAK TICKETS