

# Is your agency plugged in?



**SPRK** is a travel-selling platform that enables agents to take their supplier relationships and customer services offerings to a new level. Travel counselors using **SPRK** have access to expanded content sources, including **Open Connect** (formerly Direct Connect) and flight merchandising, all delivered in an intuitive, flexible environment.

The screenshot displays the SPRK interface with several key components:

- Search Results:** A table listing flights from ORD to LHR. Columns include Flight, Cities, Depart, Arrive, Cnx, Stops, Duration, and Price. Selected fare per traveler is USD 618.80, and the total fare is USD 1856.40.
- Options for flight AA 919 from DFW - MIA:** A list of services such as In-Flight Internet Access, Priority Boarding, and Special Hot Meal/Beverage.
- Special Hot Meal/Beverage:** A detailed view of a meal service, including a photo of the food and a price of 18.00.
- Seat Map:** A grid showing available seats (A-D) and rows (9-18). A tooltip for seat 18D lists features like Exit row, Leg space seat, Premium, and Power port.
- Seat Option:** A list of additional services like Priority boarding and Legroom, with a total cost of +USD 40.00.

Sample SPRK screens are shown for example purposes and do not reflect actual data or merchandising strategy for specific airlines or companies.

More content. More functionality.  
More choices. More Power!



## SPRK Platform Highlights

- **Seamlessly access open connects** from worldwide carriers. Comprehensive functionality (shop, book, ticket, exchange, refund, void, PNR management and more, including new features such as flight check-in, dynamic load-factor based upgrades, and integration of pictures/video for a more transparent shopping experience).
- **Shop and book fare options and ancillary services** (unique per carrier), and then issue the corresponding document (EMD with reporting).
- **Extended profile system** includes unused document tracking, service fees, trip templates, market-based preferences and more.
- **Multiple currency, multi-language, and global capability**, including ARC, IATA weblink, and BSP certification in over 75 countries.
- **Unlimited scalability** in a fully-supported, secure environment.

Sprk



For more information:

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