

*Table 11.8.* Table BIDPRICE: A bid-price control implementation in a PMS. This particular PMS uses a delta approach to change the bid price after each booking. Note that this would constrain us to use a constant bid price with delta updates—a rather poor form of control.

<i>Field Name</i>	<i>Type</i>	<i>Description</i>
DATE	Date	Date of inventory
RMCATEG	Text	RM category classification (equivalent to airline coach and business compartments)
BP	Float	Bid price for this inventory on this date
DELTABP	Float	Bid price has to be added by this amount after each booking (or subtracted by this amount after each cancellation)
PMSCATEG	Text	The room category as stored in PMS (need not be the same as the RM classification)
SOLDS	Integer	Number of rooms sold since last update (for applying delta calculation)
SELLLIMIT	Integer	Booking limit for this category (no rooms are sold in this category after this limit is reached)
DELTACEILING	Integer	If solds reach this number, delta is no longer valid (the table has to be updated by the optimization)

the host reservation system. Because the host reservation system has the most up-to-date information, by consulting it in real time the GDSs are able to provide travel agents and customers with accurate price and availability data.

Beyond the mechanics of encryption, data transfer, packaging, and hand-shakes, the main contents of a seamless-availability messages are (1) information on the travel request from the GDS to the airline and (2) information on price and availability from the airline to the GDS. Figure 11.9 shows two typical messages between an airline and GDS.

Seamless availability provides several advantages. For one, it allows the airline to base its accept/deny decisions on passenger characteristics (reducing the anonymity of the transaction somewhat) such as point of sale and frequent-flyer number. It also reduces errors in pricing and availability. Seamless availability also helps enforce *married logic*, a sys-