

Airline Seat Allocation Algorithm (ASAA)

Tsee Lee, 9/28/20

- 1) Economy customers are not shown or informed of any seating plans.
- 2) Regular customers will be shown seating availability after ticket is confirmed. When plane is more than a third full, show only a third of available seats in each broad category. Otherwise, show all seats.
- 3) Broad categories include: Economy seats, window seats, exit row seats, whole-row empty seats
- 4) Regular customers are offered seats on a first-come, first-served basis. Once confirmed, their seats are not moved.
- 5) Economy customers will be divided into categories. First-time customers that can be identified as high-net-worth or working for large companies in executive positions, will be prioritized among economy class customers. Repeat customers will be placed in low-priority tiers.
- 6) Economy seats will be assigned shortly before flight, from least desirable to most desirable
- 7) A small number of highly desirable seats, perhaps 1-2 exit row or window seats, will be reserved for last-minute bookings or changes.
- 8) Economy seats will be assigned at least 24 hours before the flight, so that the process can be completed by the time check-in starts.
 - a) Groups of more than 2 will be broken up into singles or pairs so that there is at least one adult in each group. When that is not possible, such as one adult with 2 or more children, that group will be seated first.
 - b) Groups of up to 2 will be seated together and assigned seats before individuals (who may have booked their own tickets, or as part of a bigger group).
 - c) If group seats are not possible, regular customers will be moved. First, single travelers, then those in pairs. They will be moved to the same row within each section (front, middle, or back) to free up more rows for groups.
- 9) Last-minute bookings will have to make do with whatever seats are left over.