



**GBTA**

| Georgia

**GBTA | Georgia Chapter  
May Meeting**

**May 11, 2023**

# GBTA | Georgia Chapter Sponsors



# May Meeting Sponsor



# Why NDC is Important...

Carlisle Vason  
Sr. Sales Director  
Amadeus

# NDC Audience Poll

**Which phrase best describes your level of NDC knowledge?**

- 1) *I've been keeping up with it for over a year now. (Expert Level)***
- 2) *I've been keeping an eye on it, but not necessarily fully engaged.***
- 3) *I really haven't paid any attention to it (because I have a life) until just recently.***
- 4) *I have no clue....my boss just told me I should be here ....and I thought there might be a free lunch.***

# Why is NDC Important?

## Three Main

### Drivers:

- 1) Limitations of Today's Distribution Technology
- 2) Airlines' need for Modern Retailing capability
- 3) Airlines' desire for Control over their offers

# History of Airline Distribution



...the times have changed,  
the technology hasn't...

- 1960's application of computers
- 1980's creation of the EDIFACT standard

## Limitations:

- Issued uniform offers
- No visibility of the customer  
(no personalization)
- No Modern Retailing capability



# Evolution of Distribution Technology: Travel vs. Music Industry

NDC is taking a 40 yr. leap from the Cassette to modern-day Streaming + AI



Record 8 Track Tape



Cassette



CD



MP3



Streaming



Streaming + AI



1960s

1970s

1980s

1990s

2000s

2010s

Today

Computerized Reservations

EDIFACT Standard Created

NDC

# What is NDC?

**IATA – International Air Transport Association** *(NDC Author):*

“NDC (New Distribution Capability) is a travel industry-supported program which provides for the development and market adoption of a new, XML-based data transmission standard.”

***In Plain English ;)*** :

A set of XML based technical standards – which provides airlines with modern retailing capabilities, control over their offers and the ability to provide travelers with an enhanced customer experience.

# amadeus

## Why NDC?

The times have changed but the technology hasn't!

- We are still using EDIFACT technology from the 1980's!
- EDIFACT provides uniform offers with no customization. Just offers a seat on the airplane!
- No modern retailing capabilities

# amazon

The screenshot shows the Amazon homepage with a navigation bar at the top. Below the navigation bar is a large banner for Kindle, featuring a woman reading on a couch and the text "JUMPSTART GOOD HABITS kindle \$79". Below the banner is a section for "Included with Prime Membership at No Additional Cost" showing a row of movie covers including "Catching Fire", "Anchorman 2", "The Last Legion", "I, Frankenstein", "Star Trek Into Darkness", and "Jack Reacher". To the right of the movies is an advertisement for the LG G Watch R smartwatch. Below the movies is a section for "Commute in Comfort" showing various Garmin navigation devices. At the bottom right, there is a "Return or Replace a Gift" section with a tree icon.

# What is Modern Retailing Anyway?

- Visibility of consumer when shopping & purchasing
- Facilitates targeted and more relevant offers
- Allows for “Dynamic/Continuous” Pricing
- Results in enhanced customer value and loyalty



amazon prime Deliver to Fred Keller 76248 Pet Supplies

EN Hello, Fred Account & Lists Returns & Orders Cart


All Back to School Off to College Buy Again Amazon Basics Customer Service Coupons Health & Household Pharmacy Shopper Toolkit Find a Gift Pet Supplies Don't miss out on rewards

Pet Supplies Pet Profiles Dogs Cats Fish & Aquatics Small Animals Birds Reptiles Horses Deals & Coupons Pet Care Tips Subscribe & Save Veterinary Diets

Benebone Wishbone Durable Dog Chew Toy for Aggressive Chewers, Real Flavors, Made in USA **★★★★☆** 71,324 **\$9.65** prime

Back to results Sponsored

**1 Purchased 2 times.**  
Last purchased Jul 14, 2021  
Size: Medium | Style: 2 [View order](#) | [Helpful information](#) | [Set reminder](#)

 **Chuckit! Ultra Ball**  
Visit the Chuckit! Store  
**★★★★☆** 111,548 ratings  
**#1 Best Seller** in Dog Toy Balls

List Price: ~~\$13.99~~ Details  
Price: **\$5.67** prime Same-Day  
FREE Returns

You Save: \$8.32 (59%)

Get \$125 off: Pay \$0.00 upon approval for the Amazon Business Prime Card. Terms apply.

Size: **Medium**  
Small **Medium** Large X-Large 2X-Large

Style: 2

One-time purchase: **\$5.67**  
prime Same-Day  
FREE Returns

FREE delivery **Today**  
10 AM - 3 PM if you spend \$25 on qualifying items.  
Order within 30 mins

Deliver to Fred - Keller 76248

**In Stock.**

Qty: 1

**Add to Cart**

# Creating Enhanced Customer Value & Loyalty?

Profile –:

50 something / Male / Dog Lover

Purchase History:

Dog bones / balls / chew toys



### Prime Exclusive Savings for You

[See More](#)



K&F Concept 43mm UV/CPL/ND Lens Filter Kit (3 Pieces)-18 Multi-Layer Coatings, UV Filter + Polarizer Filter + ~~\$32.99~~ **\$28.04**  
Exclusive Prime price



3 Pack Remote Cover for Roku, The Remote Case Compatible with Roku Voice Remote Official, ~~\$12.99~~ **\$6.79**  
Exclusive Prime price



WSPLYSPJY Women's Print Stretch Bell Bottom Flare Palazzo Pants Trousers ~~\$19.88~~ **\$17.89**  
Exclusive Prime price



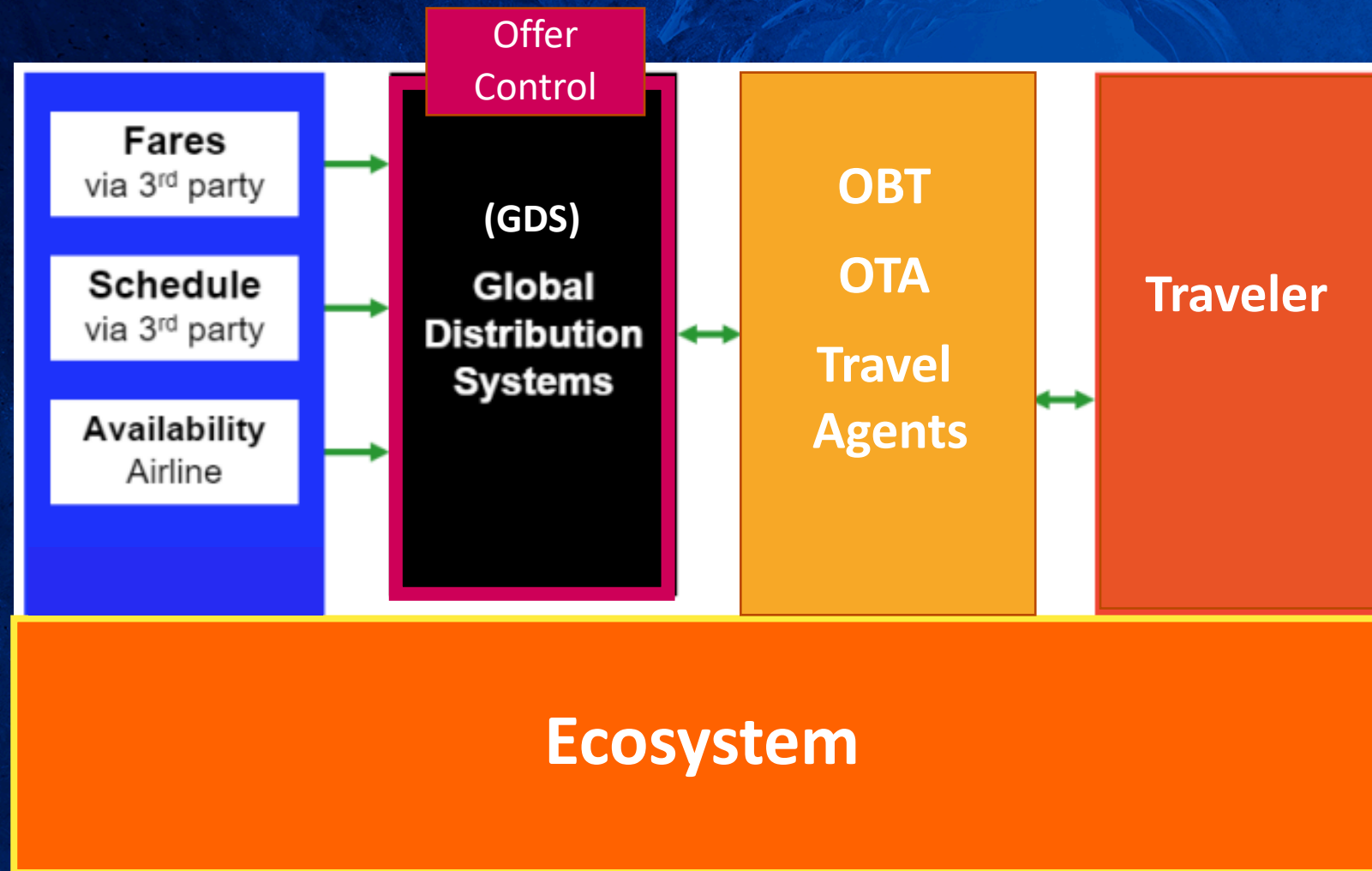
Beelittle Women Hippie Costume Set - 60's 70s Style Retro Vintage Glasses Peace Sign Necklace ~~\$14.99~~ **\$13.49**  
Exclusive Prime price

### Your Browsing History [View or edit your browsing history](#)

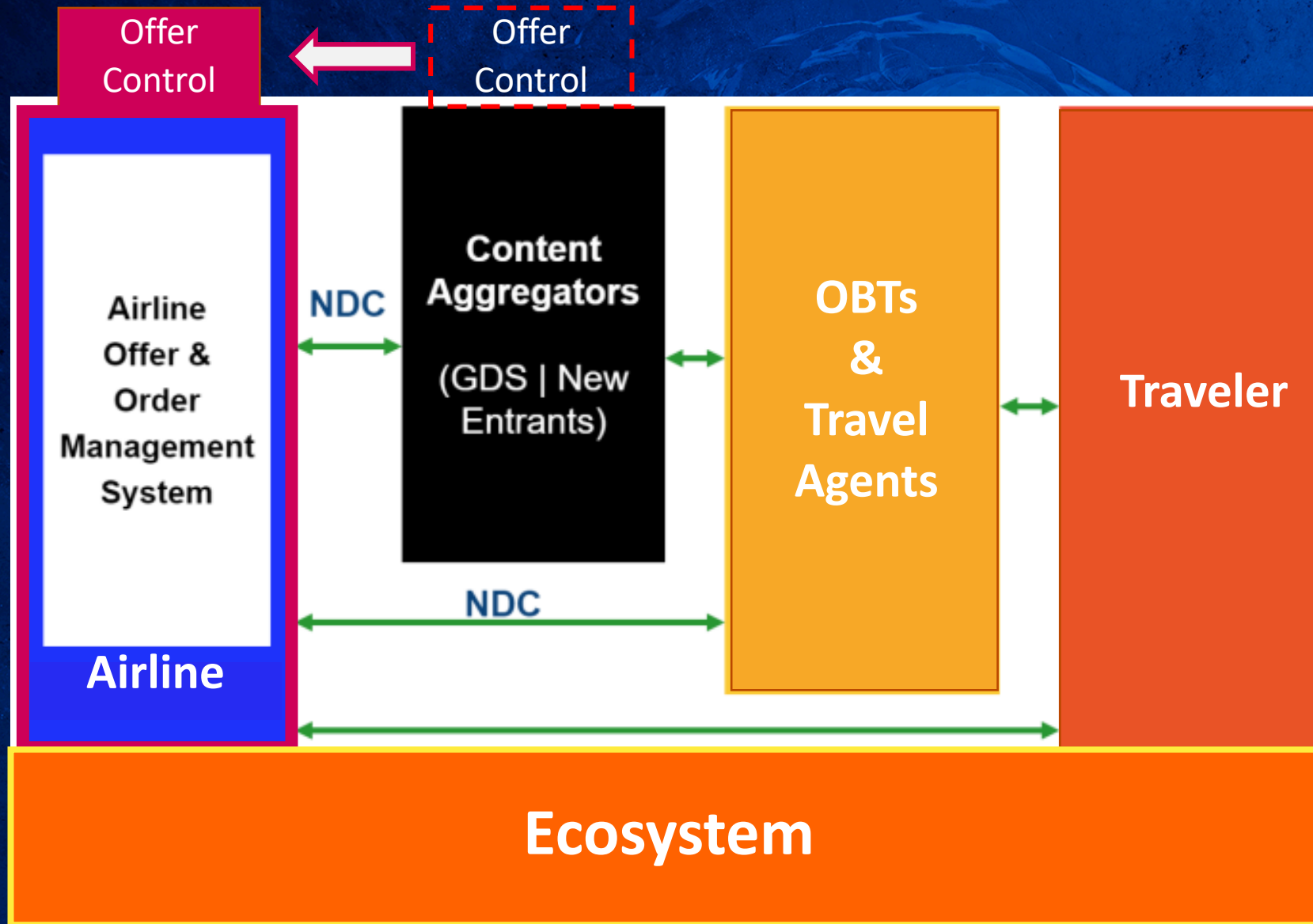


# Control of Airline Offers

Today's Booking Flow (*EDIFACT Standard*)



# Booking Flow with NDC



# Who will benefit from NDC?

## Customers/Corporations:

Beneficiary of more relevant and targeted offers (including “Corporate Bundles”) from preferred suppliers based upon preferences and negotiated agreements.

## Airlines:

Now have full control their offers (including continuous pricing), attaining greater product differentiation and serve each customer in any booking channel creating greater value and loyalty.

## TMCs:

Provide a more personalized service by selling customized offers, accessing rich content and attaining new operational efficiencies.

# NDC Perspective

# Amadeus

*...Simplifying the Complexity*

# Keys to Success for NDC Content

*...and what you should expect from a content provider*

- 1) Resources to efficiently Distribute all Content at Scale
- 2) Globally Accessible
- 3) Comparable Shopping
- 4) Fully Serviceable & Integrated

# A Hybrid Distribution Environment

67

21.3 : 4

21.1 : 1

20.2 : 0

20.1 : 4

19.2 : 7

19.1 : 3

18.2 : 21

18.1 : 18



























17.2 : 30



Source: IATA ARM Registry (02MAY23)

amadeus

# Our NorAm NDC [X] airline content roadmap

Available (8)	Early access (2)	1H23	Coming later in 2023
<p>American Airlines </p> <p>SINGAPORE AIRLINES </p> <p>QANTAS </p> <p>Avianca </p> <p>UNITED </p> <p>QATAR AIRWAYS </p> <p>IBERIA  US market</p> <p>LOT POLISH AIRLINES  Canadian market</p>	<p>AIRFRANCE </p> <p>KLM  1 customer in CA</p>	<p>US market</p> <p>BRITISH AIRWAYS </p> <p>الإتجاه ETIHAD </p> <hr/> <p>Canadian market</p> <p>AIR CANADA </p> <p>CATHAY PACIFIC </p>	<p>malaysia airlines </p> <p>FINNAIR </p> <p>vueling </p> <p>Lufthansa </p> <p>SWISS </p> <p>JAPAN AIRLINES </p> <p>Austrian </p> <p>Kenya Airways </p> <p>brussels AIRLINES </p> <p>Air Dolomiti </p> <p>Emirates </p> <p>Eurowings discover. </p> <p>And more...</p>

Latest external deployment table by airline and country available in Amadeus Service Hub [here](#)

# NDC is just one type of content provided to Buyers

## Amadeus Travel Platform

*Broadest and richest range of global content. Fully integrated and serviceable.*

**400+** Airlines including 130+ LCCs and 30+ NDC

**1.7M** Hotel Properties

**90** Rail Operators



### EDIFACT

- 400+ carriers
- 110 carriers with SEATS
- 130 carriers with BAGS
- 85 carriers with OTHER Ancillaries (e.g. meals)
- 100+ carriers with BRANDED FARES

### LOW COST

- 130+ LCCs via Ticketing
- 5 carriers via Light Ticketing
- 7 (+8) LCCs through Extended Air Choice

### NDC

- Agreements with 30+ carriers
- Fully Serviceable and Integrated

### HOTELS

- 1.7M+ Properties
- Access a wide range of hotel properties from GDS and aggregators to serve travelers' individual needs

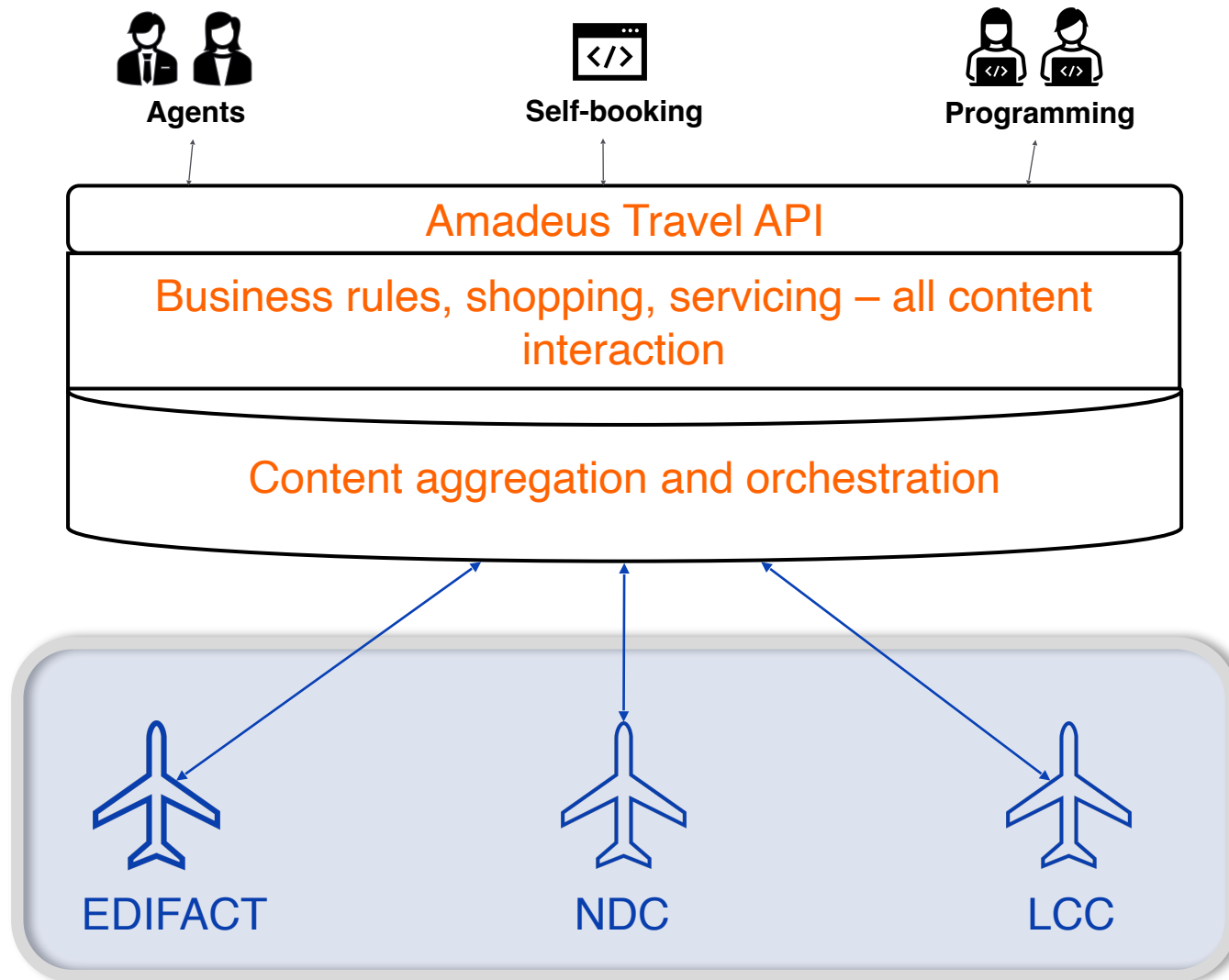
### MOBILITY

- 70+ Car Rental Providers and Transfer Operators
- Extensive choice of mobility providers to service the customer's entire journey

### RAIL

- 90 Rail Operators
- Sell local railway providers from your Front Office for time efficient and sustainable travel

# Amadeus' NDC end-to-end strategy overview



NDC, EDIFACT, and LCC content are all accessed for shop, order, pay, & service through the same interfaces

The Amadeus Travel Platform provides a single solution for both access to content and servicing of that content in the same workflows/processes

# Integrated & Comparable in ONE Interface

Start

Search

Compare

Book

Display



The screenshot displays the Amadeus flight search interface. On the left, there is a 'Filters' sidebar with expandable sections for Price, Margin, Fare type, Booking flow, Flight time, Connections, Airlines, Airports and countries, Flight duration, Cabins, Booking classes, and Baggage allowance. The main 'Results' section shows '1 to 25 out of 250 results'. The first result is for 02MAR19, priced at 975.50 EUR, with a public fare and issuance required to confirm. It shows a flight from NCE 08:30 to JFK 13:40 with one connection. The second result is for 06MAR19, priced at 983.39 EUR, also with a public fare. A purple 'NDC' label is highlighted with a yellow circle next to this result. Below it, a warning banner states 'Offer expires in 18 minute(s)'. The third result is for 02MAR19, priced at 1002.20 EUR, with service fees of 100.00 EUR and a markup of 150.00 EUR. It shows a flight from NCE 08:30 to JFK 18:00 operated by Swiss International Airlines. The fourth result is for 28MAR19, priced at 1002.20 EUR, with service fees of 100.00 EUR and a markup of 150.00 EUR. It shows a flight from JFK 20:30 to NCE 11:50+1 operated by Mozart Airlines and Oceanic Airways. Each result includes a 'Show services' link and a 'Select flight' button.

EDIFACT



NDC



Other  
APIs

Integration of NDC alongside other content so it can be searched, compared, booked and serviced all in one screen.

How Serviceable and  
Integrated is your NDC content?

*...where you source your content matters!*

## Post-booking Servicing

- Void/Cancel & Refund
- Voluntary Changes
- Involuntary Change Notifications & Queues

## System Integration

- MBO Feed based on A.I.R.
- PNR with active Flight Segment
- Improved Synchronization

## Shopping/Booking Integration

- Fully Aggregated Search
  - NDC + EDIFACT & LCC
- Public, Private & Corporate fares
- Ancillary Services + Seat Map
- Differ payment (book and hold)
- Credit Card (with OB Fees)
- Cash Settlement (BSP/ARC)



# Congratulations!



Ya'll Now Know

"The Why of NDC."



# The Pre-NDC Model

- What is EDIFACT?
- Components of current model:
  - Airlines publish schedule data to OAG\*
  - Airlines publish fare data to ATPco, SITA\*
  - GDSs receive those 2 data sources and aggregate it
  - GDSs pull availability data from airline PSS system, as needed\*\*
  - GDS search results are compiled and presented from that data
  - Upon book/ticket, pax data is sent to airline & ticket number is returned

\* Or similar sources

\*\*availability data may also be cached



**GBTA**

| Georgia

## Legislative Initiatives-The Politics of Travel

2023 Legislative Summit and Chapter Challenge

## Legislative Summit- June 13-15, 2023

We will be the voice of the travel industry and lobby our elected officials to support issues that are key to our industry's success:

### Hot Topics:

#### Improving Air Travel

- FAA Reauthorization
- Upgrading ATC

#### Passenger Facilitation

- Improving TSA Security Screening and Infrastructure
- VISA and Passport

#### DeCarbonizing Air Travel

- SAF Grand Challenge Roadmap
- THE U.S. National Blueprint for Transportation Decarbonization



**GBTA**

| Georgia

## Legislative Initiatives-The Politics of Travel

2023 Legislative Summit and Chapter Challenge

## Legislative Summit- June 13-15, 2023

We will be the voice of the travel industry and lobby our elected officials to support issues that are key to our industry's success:

### Hot Topics:

#### Improving Air Travel

- FAA Reauthorization
- Upgrading ATC

#### Passenger Facilitation

- Improving TSA Security Screening and Infrastructure
- VISA and Passport

#### DeCarbonizing Air Travel

- SAF Grand Challenge Roadmap
- THE U.S. National Blueprint for Transportation Decarbonization

# Next Chapter Event

## June Meeting

**Date: June 8, 2023**

**Time: 11:00am – 1:15 PM**

**Venue: City Winery**

**Address: 650 Ponce Ave NE, Ponce City Market,  
Atlanta GA 30308**

tusind tak  
謝謝 dakujem vám  
ありがとうございます  
ngiyabonga  
dziękuję  
merci  
baie dankie  
धन्यवाद molte grazie  
suksema  
danke  
thank  
you  
gracias  
obrigada  
obrigado  
teşekkür ederim  
شكرا  
tack så mycket  
tak  
gràcies  
tänan  
dank u  
teşekkür edire  
mahalo

