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**Is the ecosystem ready for  
100% Offers & Orders?**

#IATAWFS

#IATAWPS

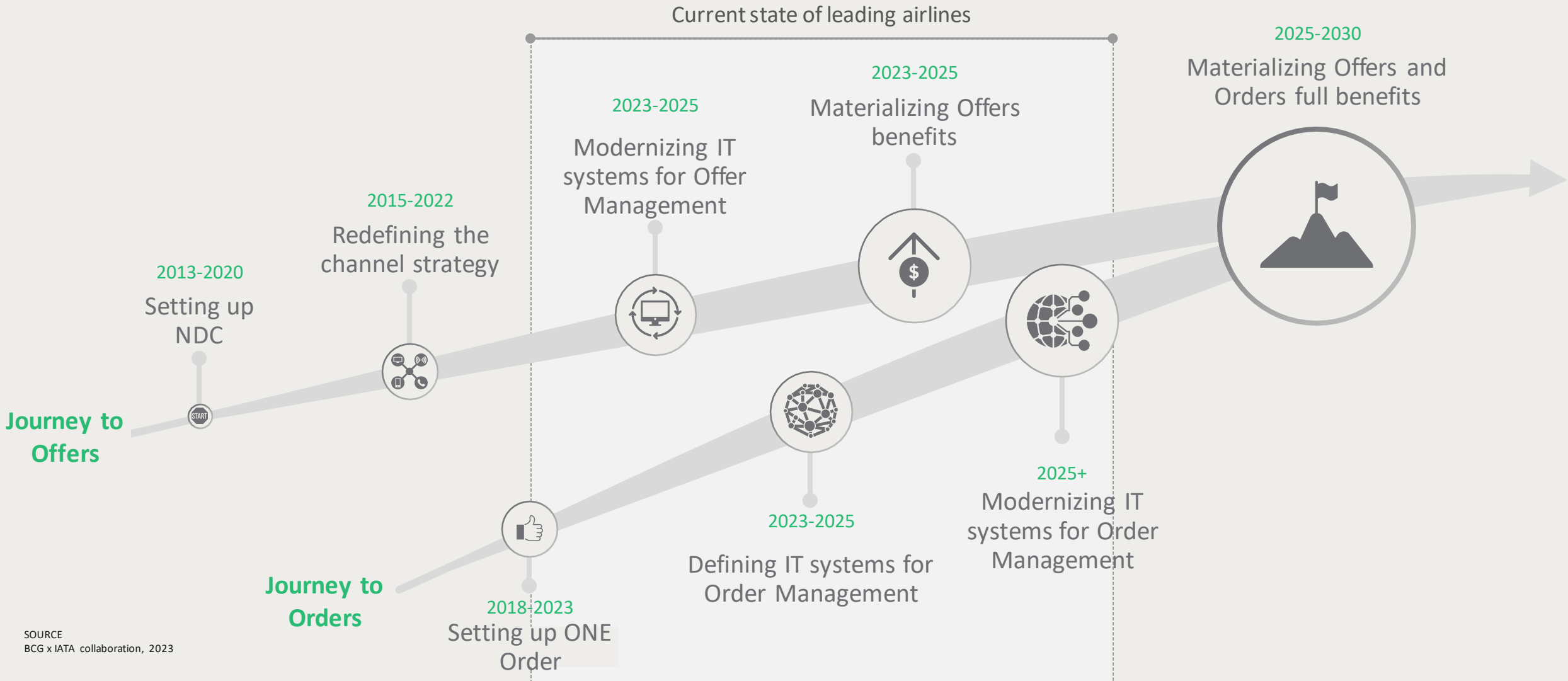


# The State of the Airline Retailing Ecosystem, According to Industry Leaders



# Leading airlines are stepping into the core of the Offers & Orders transformation

Approximative timeline



Other industries have managed similar transformations...



Telecommunication



Banking



Automotive

...and there are lessons that might hold for the airline industry

**No *big-bang* transformation**

Hybrid period in which new and old technologies co-exist is probable, and airlines should expect higher costs during the transition

**Accelerating mechanisms are catalysts**

Mechanisms such as mandates, regulations, or industry-driven standards are often deployed and help accelerating the transition period

**Front-runners could gain advantages**

Innovative players (airlines or partners) who get to Offers & Orders first will have the opportunity to capture share of the airlines that are not acting

# Industry call-to-action: finding a path forward

1

**Move on**  
from  
obsolete  
processes

2

**Adopt**  
practices  
from other  
industries

3

**Drive**  
internal  
change

4

**Consider**  
accelerating  
mechanisms

5

**Innovate to**  
keep strong  
relationships

Thanks.

For further readings, use the QR code below  
and for any questions, get in touch at  
[Guerrini.Alberto@bcg.com](mailto:Guerrini.Alberto@bcg.com)



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Retailing Requires  
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