



May 24, 2006

Dear Agent,

In January 2008, IATA will stop distributing paper tickets. Airlines, agencies, airports and other industry partners must be prepared for this reality. Already in March 2006, 49% of all travel agent tickets were issued as electronic tickets (ET)! This is revolutionary considering that 15 months earlier, only 24% of tickets were issued as ET.

Moving to 100% ET is part of an ambitious, industry-wide Simplifying the Business programme involving five key initiatives that are designed to deliver convenience to passengers and significant cost savings for those involved in the distribution chain. These are: 100% electronic ticketing, Common Use Self Service check-in, Bar coded boarding passes, Radio Frequency Identification for baggage management (RFID), and IATA e-freight.

Simplifying the Business is essential for our industry. Our vision is for a low cost industry that delivers high levels of passenger convenience. Of the five initiatives, electronic ticketing (ET) is the most critical and has a fast-approaching deadline. The travel agent community has a valuable role to play in the success of this programme as it assists millions of customers with their travel plans every day.

Electronic ticketing (ET) is being enthusiastically embraced across the world with 142 airlines issuing ET. Why is it taking off so well? Just think of the benefits that ET brings you and your clients:

Savings:

- No more paper stock to manage or printers to maintain
- No more courier or mailing fees for sending tickets
- No more airline fees for using paper tickets

Better customer service:

- Service more customers over a wider area
- Easier handling of last minute travel plans
- No more lost tickets

Simpler business processes:

- Automatic tracking of unused tickets
- Eliminates the need for physical documents
- No more safes

ET is an excellent way for you to better serve your clients and bring much-needed cost savings to your business. Don't be the last to make the change! We encourage you to support the transition to 100% ET and actively promote the advantages of electronic ticketing to your staff and clients. As a start, we suggest you issue ET as your default ticket over paper.

Finally, we invite you and your staff to visit our information portal at <http://www.iata.org/stbsupportportal/travelagent.htm> where you will find answers to key questions as well as a downloadable screensaver, designed to serve as a visual reminder of the importance and beneficial nature of the move to 100% ET.

On behalf of our team, I thank you in advance for your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "P. Bruyère", with a long horizontal stroke extending to the right.

Philippe Bruyère  
Programme Director - Simplifying the Business  
IATA