



# Travel & Tourism Times

December 2017



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## Agents to the rescue! Global survey highlights traveler wishlist

With mobile technology ruling our daily lives, it's no surprise travelers have a lot of expectations regarding their journeys – what does this mean for travel agents? IATA's new **Global Passenger Survey\*** report highlights three key areas through which agents can nurture the customer relationship:

**Give them independence:** electronic bag tags are now as popular as agent tagging. 49% of travelers prefer self bag-drop, and 72% prefer self-boarding. Help your travelers make full use of self-service

**Help them spoil themselves:** 22% of travelers would like to receive notifications on products & services to

## In this issue

- [Agents to the rescue! Global survey highlights traveler wishlist](#)
- [Market analysis reveals airlines' and agents' top issues with ADMs](#)
- [Validating travel agency channels effortlessly: Silvercar saves time](#)

buy. From notification opt-in programs to baggage services or lounge access, inform your travelers of all the ancillary services available to them (and help them choose!)

**Keep them updated:** 60% of travelers want baggage status, and 63% say real-time information to passengers is the top service to improve. Travel agents can embrace this opportunity to become their travelers' point of reference and travel experience curator.

Read the full survey highlights report [here](#)



*\* 10,675 air passengers interviewed across all regions between May and August 2017*

[and money with  
CheckACode  
Webservice](#)

- [The traveler at the heart of your air sales with NDC](#)
- [Meeting the needs of your "Bleisure" clients](#)
- [Cirque du Soleil Travel Agent Rate Renewed for 2018](#)

## Market analysis reveals airlines' and agents' top issues with ADMs

Everybody hates ADMs – they are costly (\$150 million spent annually on ADMs to settle \$530 million!) and they damage business relationships. For travel agents, the management of ADMs appears to be a costly yet unavoidable process: **the average administration cost is 46\$** per memo for agents, vs. 26\$ for airlines.

IATA's ADM Working Group (ADMWG) is confronting the issue head on: airlines, agents and their associations, GDSs, ATPCO, ARC & IATA SMEs are coming together to improve the processes involved in ADM management.

The ADMWG recently conducted an **extensive ADM Market Analysis**, an essential step to capture the reality of the ADM issue as experienced by both airlines and agents.

The resulting analysis report provides solid data on which to base future corrective efforts, and makes actionable recommendations and system developments to make progress on the issue: identify solutions to streamline the ADM process, actively promote ADM best practices, improve communication along the ADM chain, provide ADM business intelligence tools, and create single-source-of-truth devices such as information repositories and policy modules.

Read the [ADM Market Analysis report](#)



## Validating travel agency channels effortlessly Silvercar saves time and money with CheckACode Webservice

For travel distribution to be effective, each party involved must be recognized as legitimate. But for travel suppliers, manually verifying the credentials of travel agents is not only time-consuming but also error-prone.

"Using IATA's CheckACode Webservice has helped us establish a direct booking landing page for travel agents with a fast and reliable way to validate IATA codes and avoid bad travel agency identification through seamless API integration" says Steve Calla, Vice-President of Marketing at Silvercar. "With CheckACode Webservice, Silvercar was able to reduce manpower and errors while ensuring commission payments are received promptly. This is especially



**Steve Calla**  
Vice President of Marketing

important since Silvercar currently offers travel agent commissions of 25% on every completed reservation!".

Find out more about [CheckACode Webservice](#)

## The traveler at the heart of your air sales with NDC

You've probably already heard about NDC, **IATA's new data transmission standard** – but do you understand the benefits it will bring to your travel agency?

NDC – which is neither a new business model nor a new system or database – will allow travel agents to **access an airline's full product portfolio**; this means you will gain access to the same rich content as on their own website, from promotional fares to ancillaries! NDC will also allow you to offer helpful comparisons based on product and service rather than on price only, which is particularly of relevance for the business travel segment.

You are already able to access NDC content, either directly through an airline API, or through aggregators - the three main GDSs having committed to consume NDC content by 2018. Access the up-to-date **Registry** to get to know players that are already NDC certified/capable and so get ready to offer more and better content to your travelers!

[FIND OUT MORE](#)



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## Meeting the needs of your “Bleisure” clients

We’ve all done it... tacked on a few days of personal time to a business trip. Your clients do it too. Combining a business trip with leisure, “bleisure” is a growing trend and an opportunity to sell extra value services that boost agency revenues. According to a [study by Expedia/Luth](#), **nearly half of all business trips become bleisure trips**, especially after conferences and conventions.

So what are you doing to impress your business clients? Start by asking the right questions: “Have you been there before?” or “Is anyone joining you?” may give you an opportunity to begin researching bleisure options. If family is joining, suggest larger accommodation options, like private villas or apartment rentals. The more adventurous might like a yurt or a treehouse, and those looking for a cultural experience might enjoy a castle or a ranch. Are you knowledgeable about alternative accommodation? Do you have what it takes to create a trip they’ll never forget?

Be a hero and convert business travelers into bleisure clients! Study alternative accommodation products with [IATA’s Travel and Tourism Consultant Course](#)



## Cirque du Soleil Travel Agent Rate Renewed for 2018



IATA travel agents, have you seen a Cirque du Soleil show? Are you going to Las Vegas soon? Get your [IATA/IATAN ID Card](#) ready because Cirque du Soleil is offering a travel agent rate of up to **30% OFF\*** on all of its magical spectacles in Vegas. Their 90-minute shows run all year long, and have everything from music to illusion to acrobatics and comedy. Each performance is an unforgettable Las Vegas event, with a show to suit every taste and age group.

Fun, energy, sensuality, and excitement take to the stage at seven world-class theatres. Check out [AgentExperience.com](#) on how to book with your special travel agent rate.

*\* travel agent rates vary depending on the show and subject to availability*

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