

FINAL RESOLUTIONS
69th IATA ANNUAL GENERAL MEETING

I. RESOLUTION ON NEW DISTRIBUTION CAPABILITY (NDC)

Introduction

NOTING that the IATA Passenger Services Conference is facilitating the definition and establishment of open XML-based enhanced data transmission standards (“enhanced standards”) with the support of IATA corporate resources;

NOTING that market implementation of these enhanced standards could enable airlines to adopt new and innovative approaches to the retail distribution of products and services (referred to broadly as the “New Distribution Capability” or NDC);

RECOGNIZING that enhanced standards would enable airlines to bridge the capability gap between today’s airline website and travel agency channels, providing the opportunity for robust retail capabilities across all channels;

EMPHASIZING that enhanced standards would support product differentiation, price, product and service transparency, and the ability of customers to personalize their offer through optional authentication;

RECOGNIZING that industry-wide adoption of these enhanced standards offers enhanced value for all components of the retail distribution chain;

RECOGNIZING that airlines seek to merchandise their content across all channels;

RECOGNIZING that enhanced standards will enable travel agents to have access to this content and better support their customers’ travel needs;

RECOGNIZING that consumers will benefit from being able to make choices based on enriched content as well as from the ability to compare and transact airline offers via multiple channels in a transparent fashion;

RECOGNIZING that technology providers will benefit from enhanced standards upon which they can develop applications to meet the needs of airlines, agents and consumers;

RECOGNIZING that enhanced standards will enable consumers to benefit from enhanced competition at the airline and distributor levels;

EMPHASIZING that developing enhanced standards is facilitated by the active participation of all distribution players and that IATA has reached out to all industry players to encourage such participation and will continue to promote additional participation from all value added contributors in the future;

Resolution

The IATA 69th Annual General Meeting:

1. **STRONGLY ENDORSES** the continuing efforts of the broad industry to develop the enhanced standards needed to support the delivery of rich airline content across all channels.
2. **AFFIRMS** that the enhanced standards should support current shopping methods, including anonymous shopping by customers, while adding capabilities such as “shopping basket”, personalization and flexibility for the future.
3. **NOTES** that airlines will continue to remain subject to relevant passenger privacy protection laws and regulations regardless of how they choose to distribute their products and services.
4. **CONFIRMS** that airlines and other industry players would be free to decide whether or not to adopt the enhanced standards to support some or all of their distribution needs.
5. **ENCOURAGES** the active participation of the entire distribution chain in the development and adoption of the enhanced standards.
6. **AFFIRMS** IATA’s continued support of the existing standards for A4A/IATA Reservations Interline Message Procedures (AIRIMP) and the Passenger Airport Data Interchange Standards (PADIS).
7. **AFFIRMS** that each airline must make its individual, independent choice of price, product and service offers, and make independent choices of distribution strategies and partners, in accordance with applicable competition laws.