

THE JOURNEY TO RETAILING WHERE ARE WE?

Yanik Hoyles

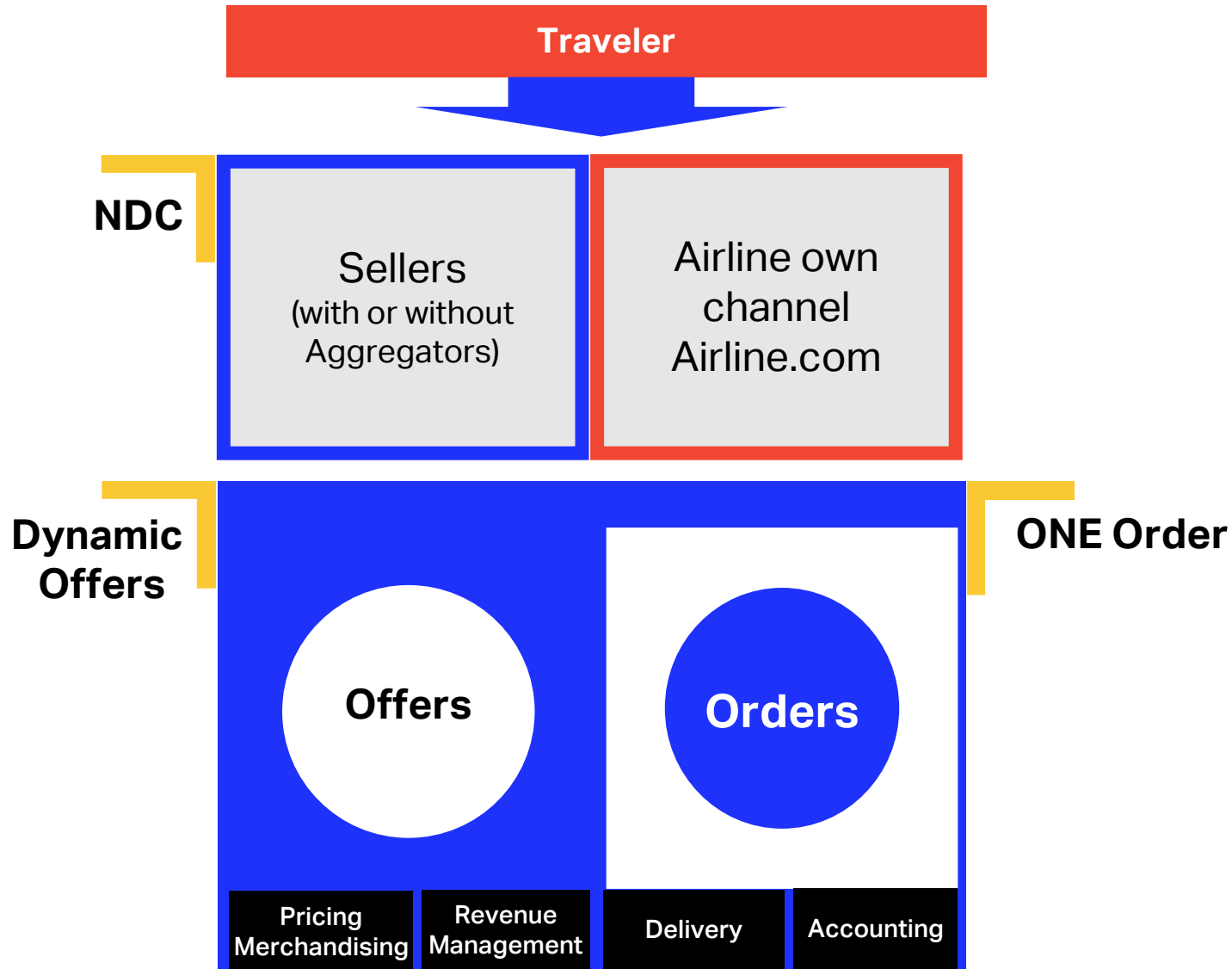
Director Industry Distribution Programs, IATA



Work together with the value
chain to unlock the benefits of
retailing in a world of
100% Offers and Orders



A world of Offers & Orders



An agenda with a flow

Tuesday	Wednesday	Thursday
Airlines live	Aggregation Strategies	The pace of innovation will only accelerate
Creating relevant Offers	Impact on Leisure & Business	Opportunities for airlines and intermediaries
Payment is part of the product	The customer view	The Value in Airline Retailing
	Oops – we're missing something here	
	The future of interlining	

McKinsey see airline benefits from Retailing



up to
\$#0bn
annual value



i.e. up to
F%
revenue gain

What do airlines want?

Move to value based selling

- Differentiation (product description)
- Merchandizing (ancillaries, bundles)
- Personalization (loyalty, preferences)
- Dynamic Offers (continuous pricing)

and

- Innovation & Competition



The journey to 2020: IATA NDC Leaderboard



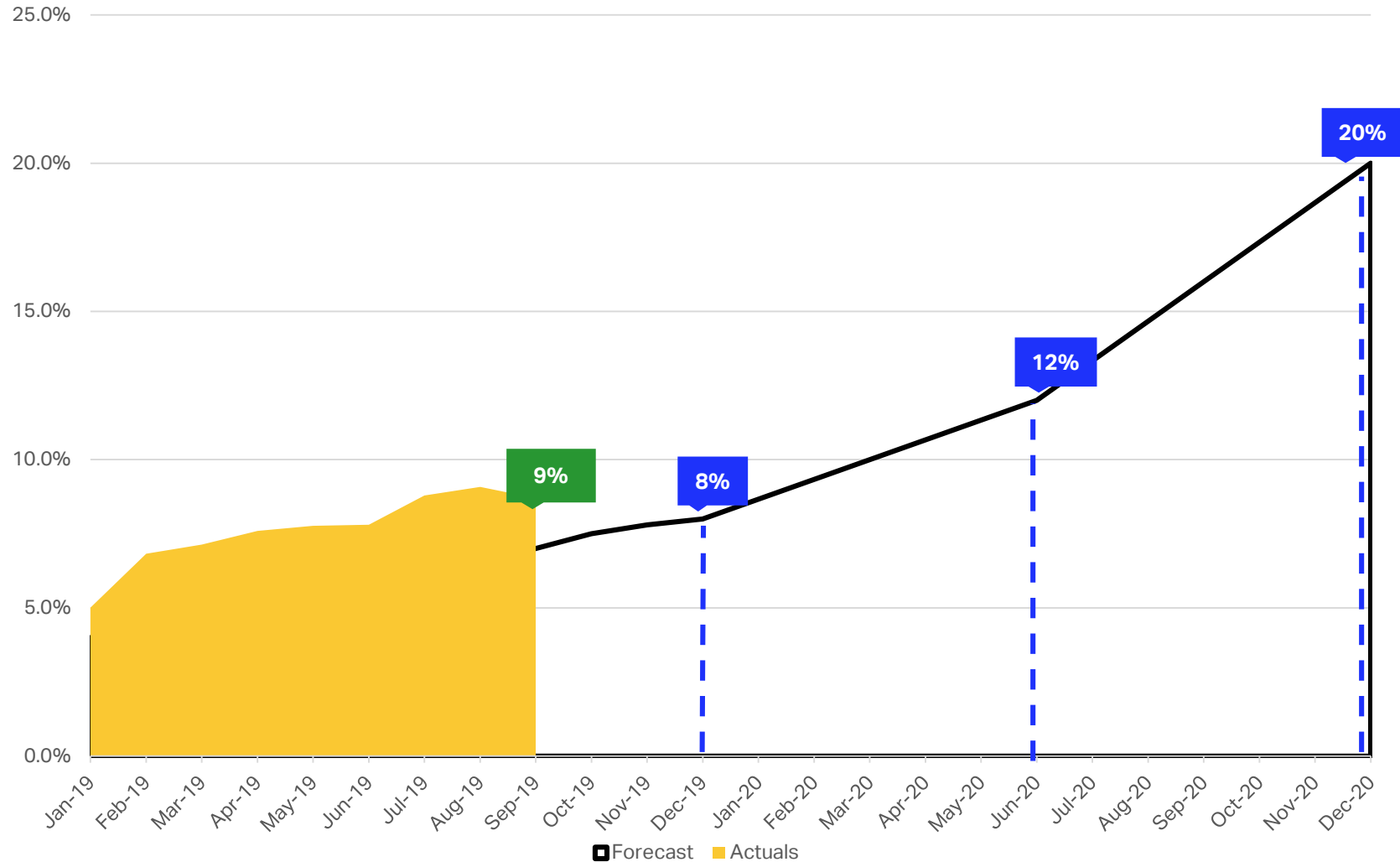
ONE Order & NDC Certification



- ONE Order Certification - January 2019
- Level 4 - March 2019
- NDC@Scale for Airlines- September 2019

NDC transactions as % of indirect

Sept 2019 data





What do GDSs think about the IATA NDC Leaderboard?



NDC Quotes at GBTA Convention 2019



Corporate Buyers also see value in NDC

- Improved **Content**
- Greater visibility of **Costs** (fare types and ancillaries)
- More **Control** as travelers use the Corporate platforms
- Improved **Customer** Experience through more personalized offers



What is NDC for Corporate Buyers?

Thank you

For more information:

www.iata.org/ndc

To subscribe to the NDC Hub

www.iata.org/publications



RETAIL PERSPECTIVES FROM A FULL SERVICE ASIAN CARRIER

Campbell Wilson

SVP Sales and Marketing, Singapore Airlines





Retail Perspectives from an Asian Full Service Carrier

Transformation from
being an airline to a retailer is critical,
almost existential



We are facing a *disruption*
driven by technology and customer



The impetus is far greater;
it is about long-term survival





Now

IATA NDC Leaderboard member


NDC Level 4 Certified

Amadeus Anytime Merchandising

NDC Pipe

Soon

NDC@Scale



From 1 April 2020,
we will be rolling out content that can
only be delivered and accessed via NDC



Modern distribution technologies

Enable new products

Improve personalisation

Democratise access to information & functionalities

Enable companies to innovate

We proceed collaboratively with the trade,
and accommodate our tech partners' readiness



Asian airlines have not been
fully engaged on the
transformation of
distribution

Inaction by some Asian airlines

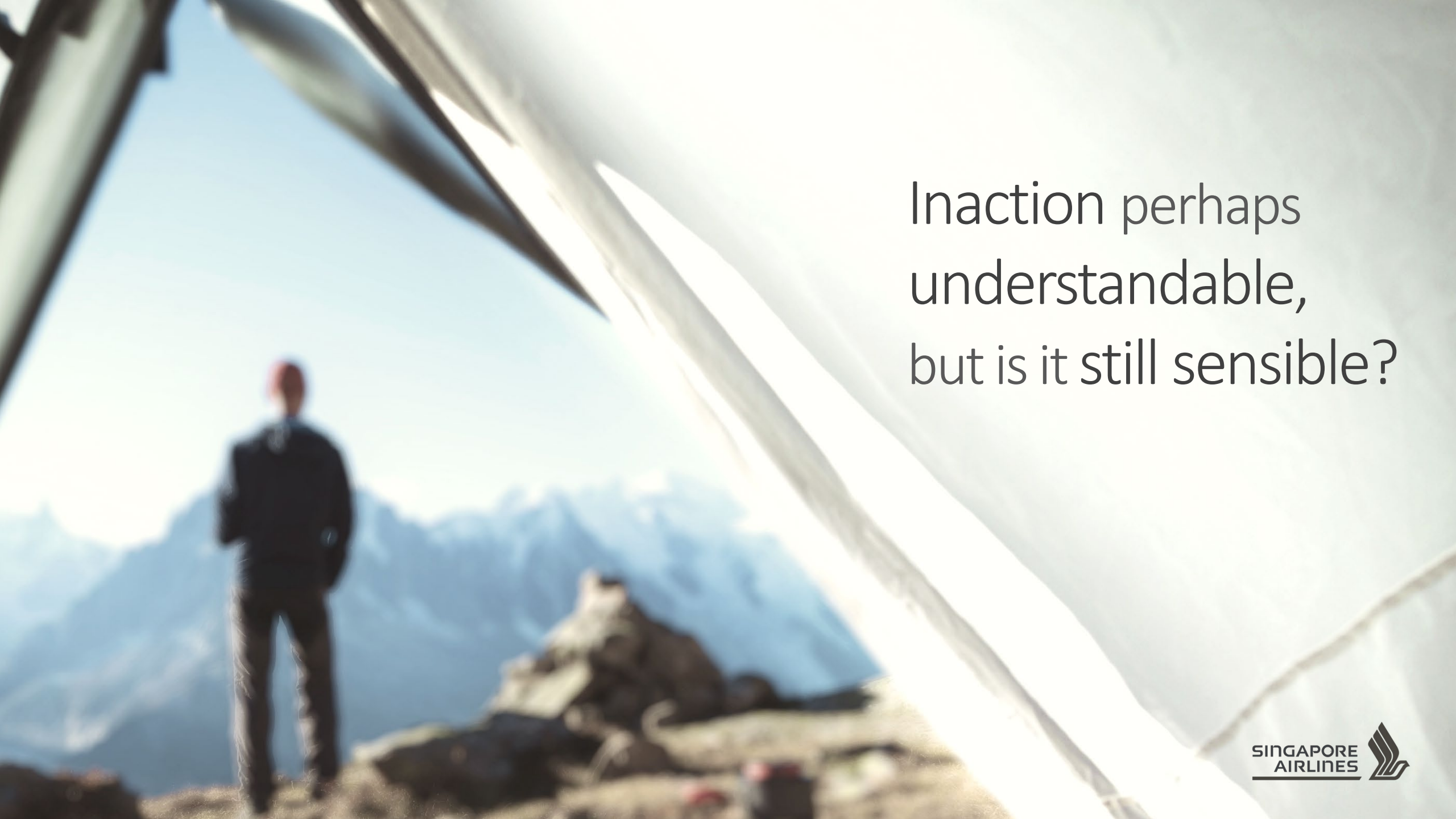
Trying to keep afloat

Absence of a clear driver

Unconducive for radical transformation

Daunting timeframe and effort

Better for others to do the hard work



Inaction perhaps
understandable,
but is it still sensible?

Why are we doing this

Avoid commoditisation

Communicate attributes and differentiators

Meet customers' demands

Give more relevant products and services

Grow revenue

Reduce costs





NDC enables OneOrder

Building critical mass of digital distribution
on the outside
enables digital transformation
on the inside

The adoption and realisation of potential of the broader suite of technology will reach critical mass



We – travel agencies, GDSs and airlines
are collectively facing a disruption

All of us will face some discomfort sooner or later





Singapore Airlines deployment and content differentiation plans are aggressive and will only accelerate

Join us to realise the full potential
of this new technology and the opportunities



RETAIL PERSPECTIVES FROM A EUROPEAN AIRLINE GROUP

Tamur Goudarzi Pour

Senior Vice President Revenue Management & Distribution
Lufthansa Group Hub Airlines & Chief Commercial Officer SWISS



Airline Industry Retailing Symposium

Retail Perspectives from a European Airline Group

October 29, 2019



Retail perspectives means

Changing perspectives

Customer Centricity

From generic to **relevant** purchases.

Value-Based Partnerships

From transactional to **value-based** partnerships.

Industry Leadership

From pioneering to **reaching scale** together.

Straight talking: This is how we stay at the vanguard of innovation.

Continuous Pricing

Customer choice

Pricing innovation

Readiness

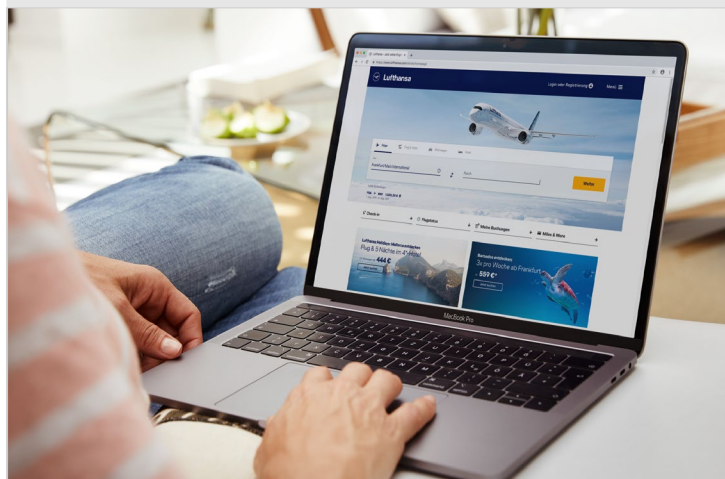


Personalize offer

Differentiate value

Encourage upsell

Economy Light Fare



SWISS

20%+

Exceed IATA 2020 target

Scalability

Industry leadership



“

If you want to go fast,
go alone.
If you want to go far,
go together”

African Proverb



RETAIL PERSPECTIVES FROM A NORTH AMERICAN AIRLINE

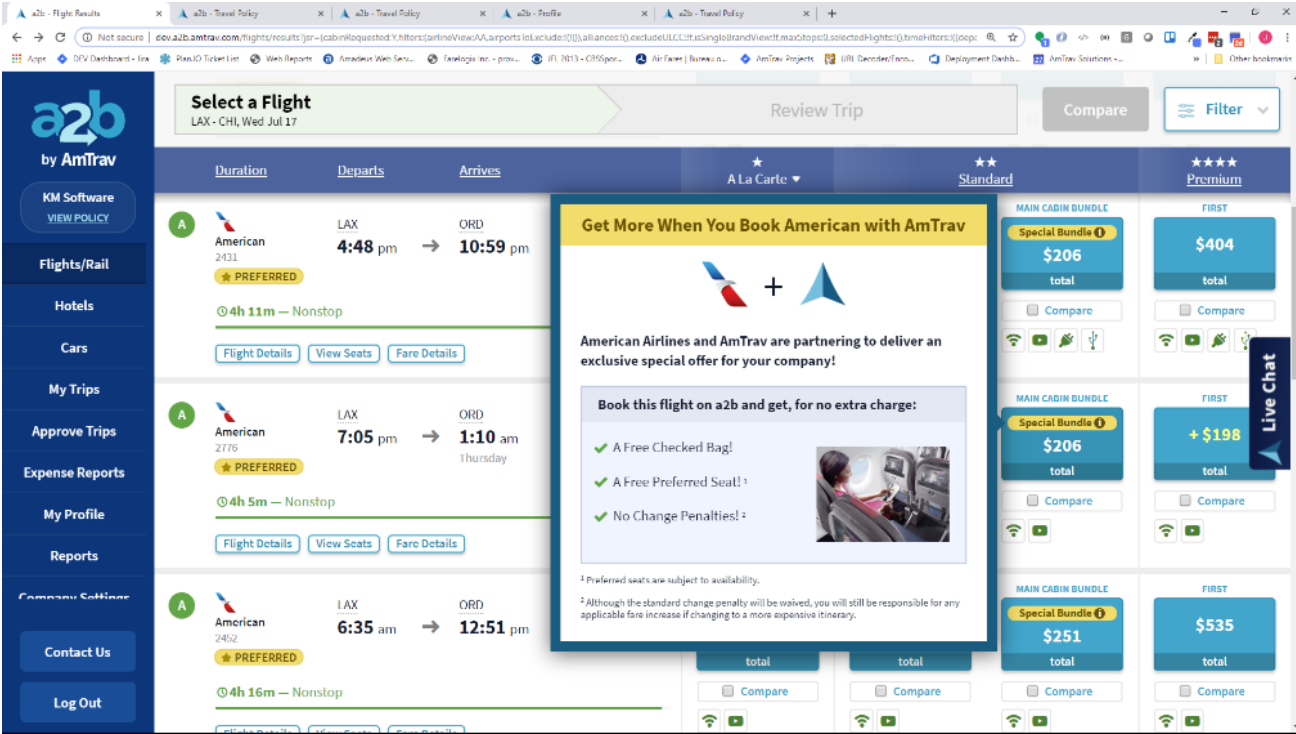

Cory Garner

Vice President, Sales and Distribution Strategy
American Airlines



Retailing in Corporate Travel

Retailing in Corporate Travel = Simplicity



[illegible]

The Bar Has Been Raised

**Consumer
Grade UX**

**Policy
Application**

**Expense
Management &
Reporting**

Traveler Service

It Takes the Entire Chain to Deliver

**Consumer
Grade UX**

**Policy
Application**

**Expense
Management &
Reporting**

Traveler Service



Booking Tool



TMC

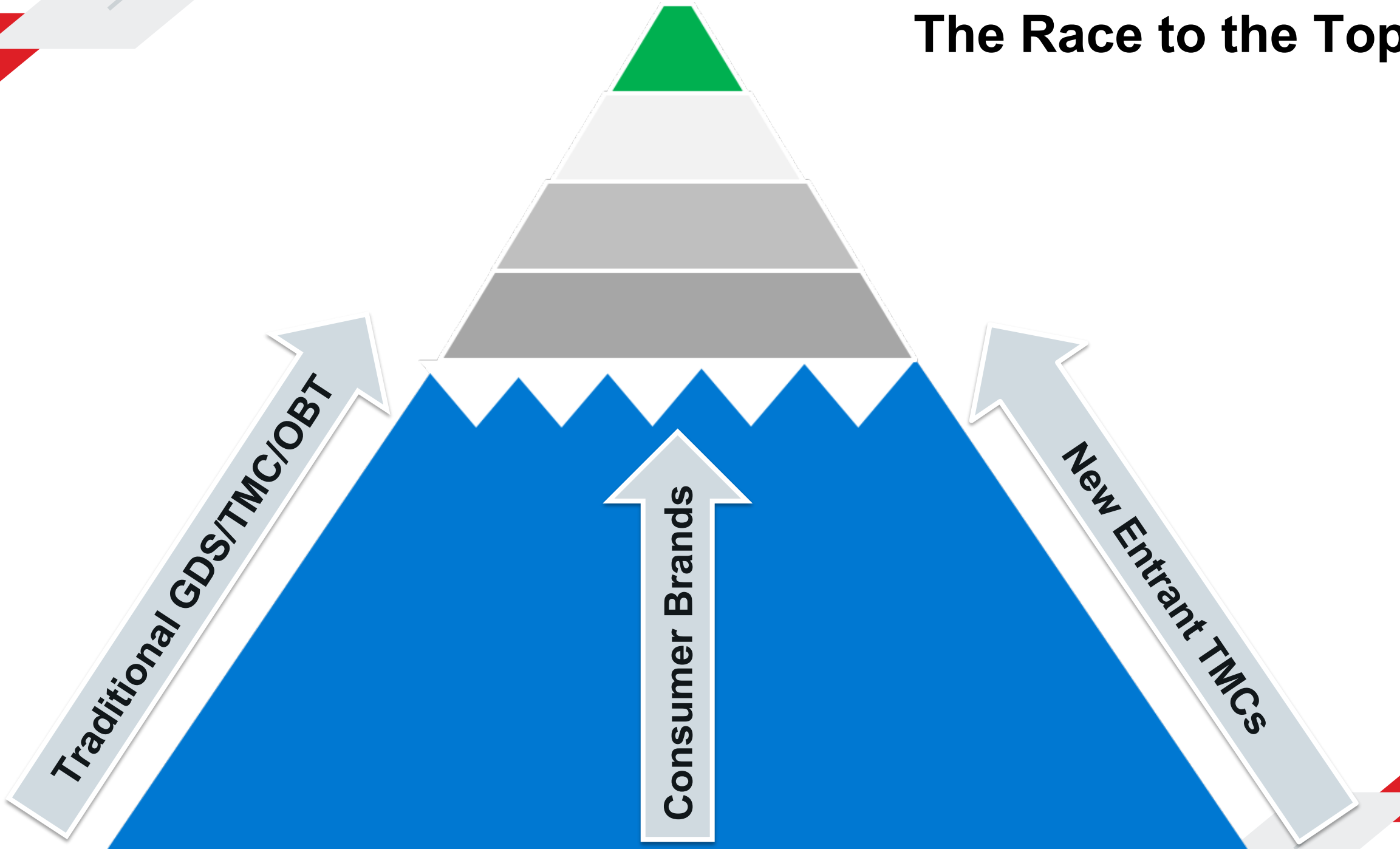


GDS/Aggregator

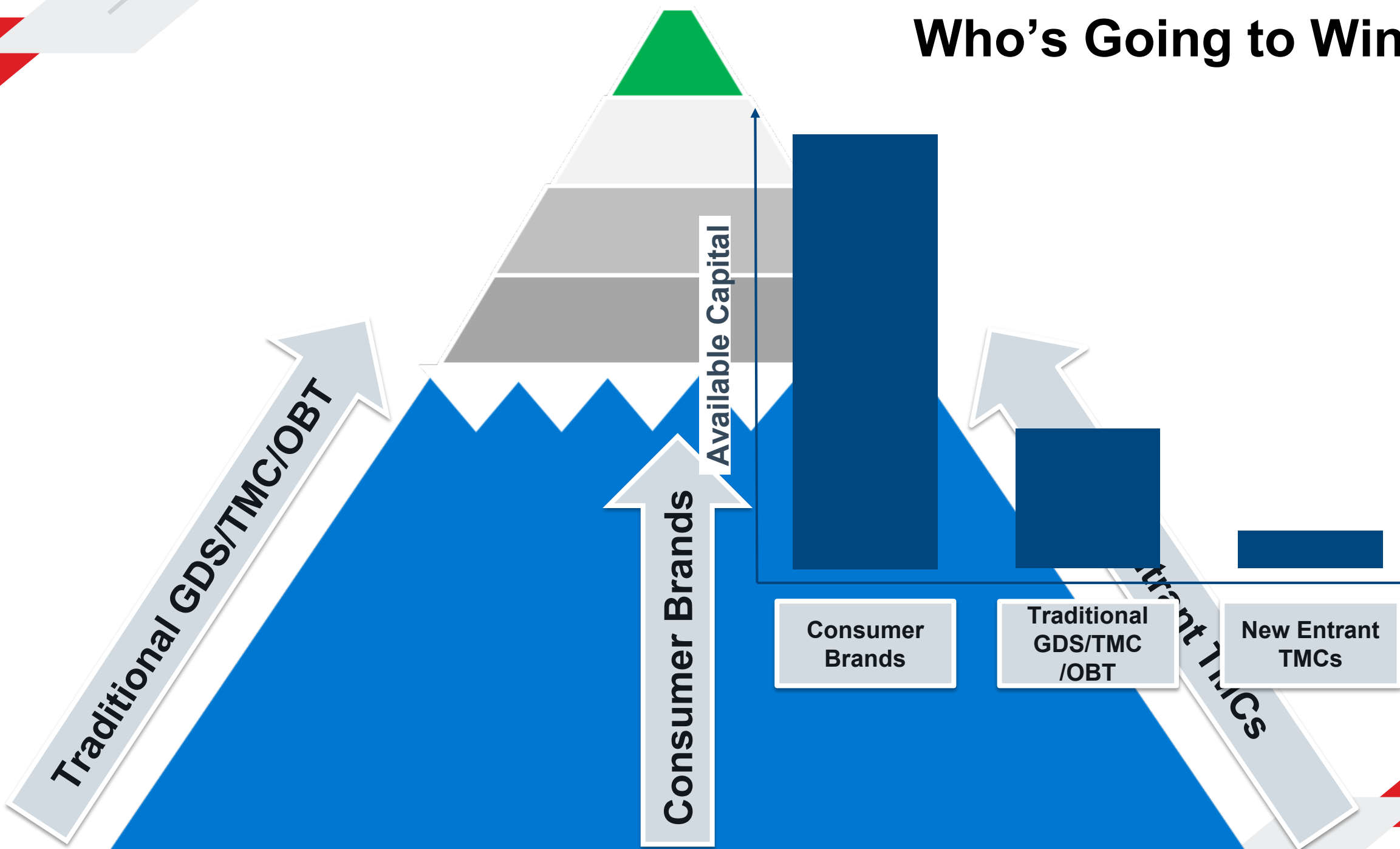


Airline

The Race to the Top



Who's Going to Win?



What Will Simplicity in Corporate Travel Look Like?

Customized bundles?

Is pricing displayed at all?

What about the cost of itinerary changes?

