HOW TO ADDRESS REGULATORY CHALLENGES

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¿PREGUNTAS PARA LOS PANELISTAS?
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MY FLIGHT » MY WAY: IATA’NDC

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Together, Let’s Build Airline Retailing
Wings of Change – Chile
5 April 2018
What’s the market problem?

- **Airlines**
  - Don’t have the freedom to distribute their products across channels without being commoditized

- **Travel Agents**
  - Can’t easily access many airline products that are available on the airline direct websites

- **Customer Experience**
  - Is not consistent depending on where they search for travel and not rich when shopping through travel agents
Together, Let’s Build Airline Retailing

Why NDC?
- To modernize the way air products are being retailed to travel agents, corporations and travelers

What is NDC?
- A travel industry supported program for the development and adoption of a new data transmission standard

Who will benefit from NDC?
- Full-service and low-cost airlines
- Content aggregators and travel agents
- Corporate Buyers and travelers
Traditional Flight Distribution

Why NDC?
What do airlines want?

Revenue opportunities:
- Differentiation (product description)
- Merchandizing (ancillaries, fare families)
- Personalization (based on loyalty, preferences)
- Dynamic Pricing (based on supply, demand)

Cost savings:
- New models (new entrants, new contracts, new commercial relationships)
Embraced by all players

Airlines are adopting NDC
- 113 airlines have confirmed to have plans – including 53 already live

IT providers are embracing NDC
- 54 IT providers & aggregators are now NDC-capable

5ᵗʰ Iteration of standard (17.2)
- Industry plaudits as baseline for industrialization

GDSs (Amadeus, Sabre, Travelport)
- Have confirmed that they will achieve the highest level of NDC Certification by end of 2018
“In the current and future market, buyers want more choice. Sellers want more channels to market. Everyone wants more innovation. This is a significant period of change (...) IATA NDC is at the heart of this change and Hogg Robinson is at the forefront of embracing it.

Bill Brindle, COO, Hogg Robinson Group
“We foresee that the NDC technology will help us provide more choice to our customers with richer content and further enhance our extraordinary traveler care with better personalization across the entire journey.”

Philippe Chérèque, President Amex GBT
“The airlines have successfully become retailers and sold more dynamically direct to the public. NDC is creating that capability in intermediary channels.”

Kurt Eker, CEO CWT
... and Agents & Buyers see NDC as an enabler too

Agents
- Be more customer focused
- Make selling airline ancillary products more efficient
- Better compete with airlines website

Buyers
- Improve the customer experience
- Get better access to content
- Better compare
- Increase control & reduce costs
New commercial models

- NDC is just a standard but...
- ...is opening door for significant industry disruption

- NDC is enabling airlines to offer differentiated content and in some cases, using different commercial strategies:
  - Incentive: ability to differentiate content and have specific products, services, fares available in some channels and remunerate agents to access them.
  - Cost pass-through: ability to pass through higher costs of certain channels if and when travel agents choose to book through those channels.

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So, what next: NDC Roadmap

- **2012**: First Pilots
- **2014**: Certify Capability
  - NDC Certification
- **2015**: Drive Critical Mass
  - Leaderboard
- **2017**
- **2018**
- **2020**
2018 to 2020 – A new Cycle, a new community

Drive Critical Mass

“Leaderboard” of Airlines
• High individual aspirations to 2020

IATA program support
• Implementation delivery support
• Value chain stimulation

“Followers”
• More solutions
• Barriers tackled
• Increased speed to market
NDC Certification Registry
- Up-to-date list of all companies that are considered NDC Certified/Capable

Dedicated NDC Microsites
- For Airlines, Business Travel and Developers

Change Readiness Guide for Airlines
- A support tool for airlines planning their NDC enablement from defining the vision and strategy to initiating the program

Info tab on iata.org
- To access white papers, dedicated microsites, case studies and guidelines around the NDC standard
NDC Hackathons

Dublin
May 2017

Silicon Valley
August 2017

Paris
October 2017

http://ndc.developer.iata.org/hackathon
PREVENTING ILLEGAL WILDLIFE
JON GODSON
AVIATION ENVIRONMENT, IATA
Aviation’s Role in Combating the Illegal Wildlife Trade

Jon Godson, Assistant Director Aviation Environment, IATA
Global nature of the Illegal Wildlife Trade
The size of the problem
“Snakes on a plane!”

- Significant social media interest in recent incidents
- Not only a reputational risk, but also a safety and health risk for both staff and passengers
Our industry has made a commitment
GOAL: To disrupt wildlife trafficking by reducing the use of legal transportation supply chains.

- 5-year, $9.4 million dollar partnership
- Funded by USAID
- 20+ partners from the transport sector, US government and NGOs
- http://routespartnership.org/
What is IATA’s role?

- IATA Wildlife Task Force (IWTF)
- Strengthening policies & protocols
- Partnering with key stakeholders
- Raising awareness

www.iata.org/wildlife
How staff can help stop the illegal wildlife trade
Examples of airline action

Aviation's role in combating the illegal wildlife trade

9 April 2018
What can airlines do?

1. Show your **commitment** by signing the United for Wildlife Buckingham Palace Declaration
2. Raise **awareness** of wildlife trafficking with staff, clients and customers
3. Encourage **reporting** of suspicious passengers, baggage, and cargo consignments to authorities
4. **Engage** with other transport and logistic stakeholders
5. Establish relationship with **local regulator**
6. Participate in industry **initiatives**
Thank You
PROMOTING A POSITIVE PASSENGER EXPERIENCE

GUILLERMO PARDO
AVIANCA

PATRICK BERTSCH
AMERICAN AIRLINES

ANGELA GITTENS
ACI WORLD

ROBERT VENTE
TSA

JEAN-FRANÇOIS LENNON
VISION-BOX

TONY BLACKISTON
IATA
The introduction of a **Single Token** concept and identity management in the passenger process.

**One ID** creates a streamlined, friction-free process that allows an individual to assert their identity, online or in person, while maintaining the **privacy of personal data** and enabling significant improvements to operational efficiency and security.

- **70%** would be willing to share additional personal information when booking their flight in order to speed up the process at the airport.
- **64%** of passengers chose biometric identification as their preferred travelling token.
- **82%** of passengers would use a digital passport on their smartphone instead of their regular paper passport.
- **58%** of passengers have used an automated immigration gate since 2015, a steadily growing number. **90%** of them remain satisfied.
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KEY TAKE-AWAYS
GABRIELA PERALTA
COUNTRY MANAGER, CHILE, IATA
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NOS VEMOS EN EL 2020

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