THE TANGIBLE BENEFITS OF NDC FOR CORPORATE TRAVEL
Corporates still ask: “what’s in it for us” and “show us the tangible benefits”

**Today:**
- No talk about the future
- Features available in our solution *today*
- Benefits you have *today*

If you like what you see, *speak to your agent about getting it*. We work with many agency tech providers; our latest deal with the Amadeus GDS should accelerate your access.
NDC allows corporate travellers to add a la carte services and products to their bookings through their chosen agency or OBT

Today, the BA NDC solution allows you to:

✓ Shop by cabin, schedule, negotiated fare, aircraft type and much more
✓ Hold a seat for 24 hours
✓ Reserve seat in advance
✓ Purchase additional baggage
✓ Add or purchase special meals
✓ Recognize the corporate or frequent flyer for better offers
✓ Upsell to another fare family
✓ COVID: travel vouchers and refundable products are supported

And more to come...

More info:

Passengers booking through NDC are

100x

as likely to add an additional product/service to their booking
BA’s additional price points (APPs) in NDC will lead to cost savings to your corporate travel program.

Additional price points sit in the traditional fare ladder.

<table>
<thead>
<tr>
<th>Flight Time</th>
<th>Destination</th>
<th>Class</th>
<th>Fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:50 LHR</td>
<td>14:00 BCN</td>
<td>Economy</td>
<td>£135</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business</td>
<td>£306</td>
</tr>
<tr>
<td>12:55 LHR</td>
<td>16:05 BCN</td>
<td>Economy</td>
<td>£118</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business</td>
<td>£278</td>
</tr>
<tr>
<td>14:30 LHR</td>
<td>17:40 BCN</td>
<td>Economy</td>
<td>£97</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business</td>
<td>£257</td>
</tr>
<tr>
<td>17:20 LHR</td>
<td>20:30 BCN</td>
<td>Economy</td>
<td>£84</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business</td>
<td>£244</td>
</tr>
<tr>
<td>18:55 LHR</td>
<td>22:00 BCN</td>
<td>Economy</td>
<td>£78</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business</td>
<td>£238</td>
</tr>
</tbody>
</table>

Misconception: APPs are not about increasing fares but about better spreading demand.

90% of corporate travel programs* will see cost savings when they get access to shorthaul APPs.

*BA internal analysis
Thank you

More info: