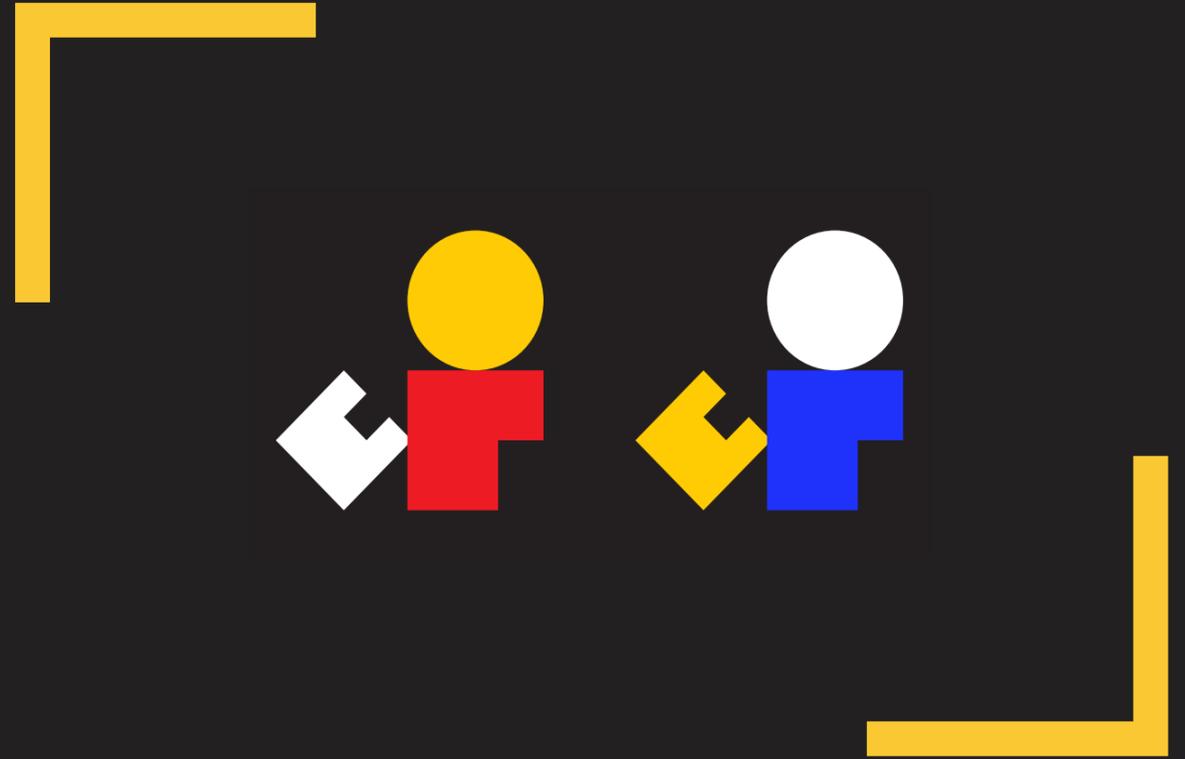


IATA

BUSINESS

TRAVEL

SUMMIT



Welcome, thank you for joining us today

The event will begin shortly
We start at 2 pm CEST





**IATA
BUSINESS
TRAVEL
SUMMIT**

● **LIVE PRESENTATION IN PROGRESS**

Welcome back

Moderator, Paul Tilstone, Managing Partner, FESTIVE ROAD

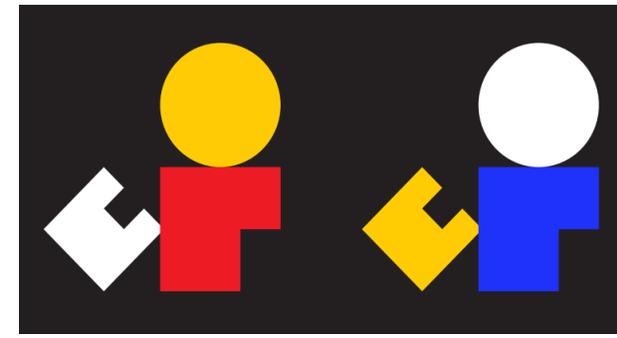


Competition law guidelines

Do not discuss:

- Any element of prices, including fares or service charges
- Commissions
- Allocations of customers or markets
- Marketing plans, commercial terms or any other strategic decision
- Group boycotts
- Your relations with agents, airlines, system providers or other third parties
- Any other issue aimed at influencing the independent business decisions of competitors

Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





**IATA
BUSINESS
TRAVEL
SUMMIT**

● **LIVE PRESENTATION IN PROGRESS**

Airlines in the lead: American Airlines

Neil Geurin
Managing Director Digital and Distribution Strategy
American Airlines

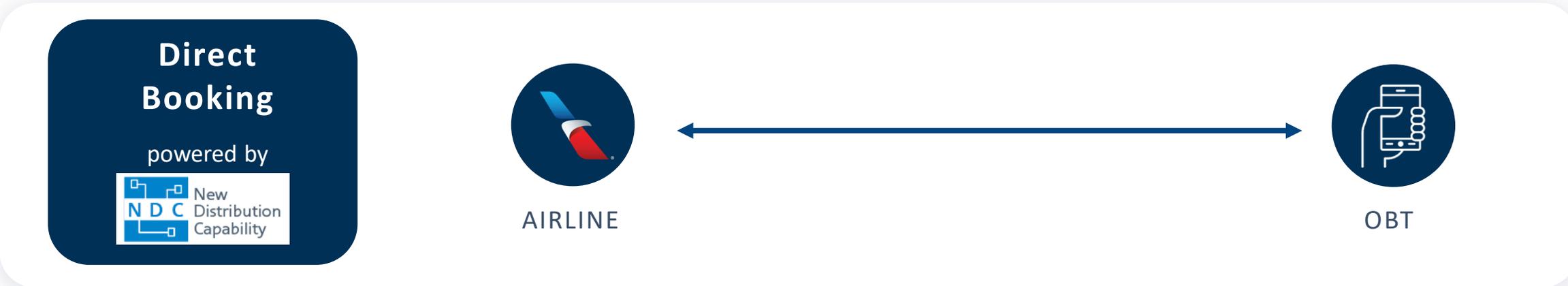
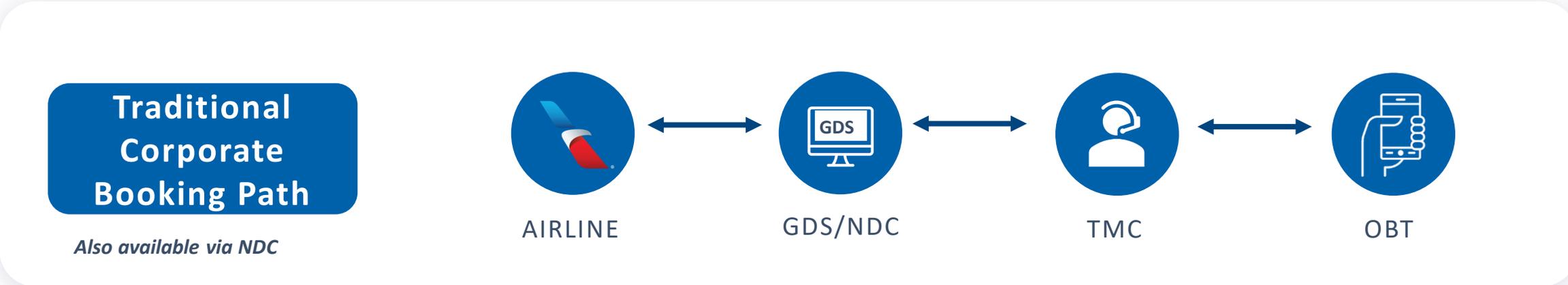


American Airlines Distribution Update

Neil Geurin, Managing Director Digital and Distribution Strategy

Privileged & Confidential

Enabling new ways to connect with customers



Enhanced Offerings

Main Plus



Main Cabin Extra



Extra Bag



Preferred
Boarding

Boarding Privileges

Corporate Experience



Preferred Seat



Priority
Privileges

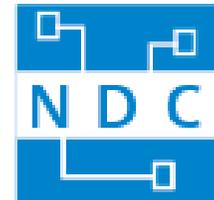
Boarding Privileges

American
Airlines



+

CO₂
OL
EFFECT

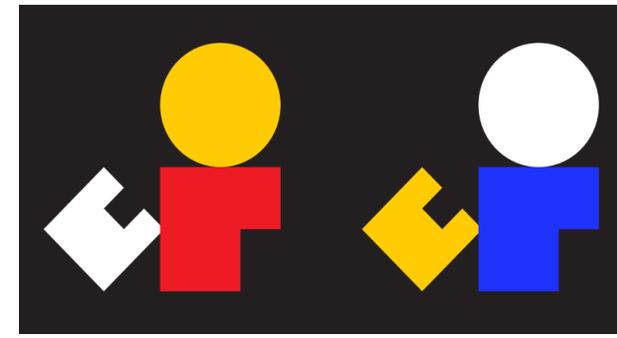


New
Distribution
Capability



THANK YOU!

Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





**IATA
BUSINESS
TRAVEL
SUMMIT**

● **LIVE PRESENTATION IN PROGRESS**

Airlines in the lead: British Airways

Rogier Van Enk
Head of Distribution and Payment, British Airways



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: future travel vouchers and refundable products are supported

And more to come...

Passengers booking through NDC are

100x

as likely to add an additional product/service to their booking

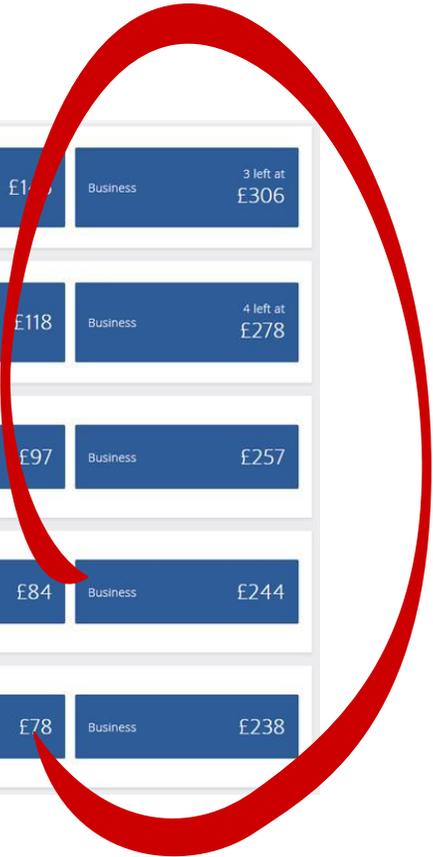
More info:



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



10:50 LHR — 14:00 BCN British Airways Non-stop 2h 10m FLIGHT DETAILS	Economy £179	Business 3 left at £306
12:55 LHR — 16:05 BCN British Airways Non-stop 2h 10m FLIGHT DETAILS	Economy £118	Business 4 left at £278
14:30 LHR — 17:40 BCN British Airways Non-stop 2h 10m FLIGHT DETAILS	Economy £97	Business £257
17:20 LHR — 20:30 BCN British Airways Non-stop 2h 10m FLIGHT DETAILS	Economy £84	Business £244
18:55 LHR — 22:00 BCN British Airways Non-stop 2h 5m FLIGHT DETAILS	Economy £78	Business £238

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

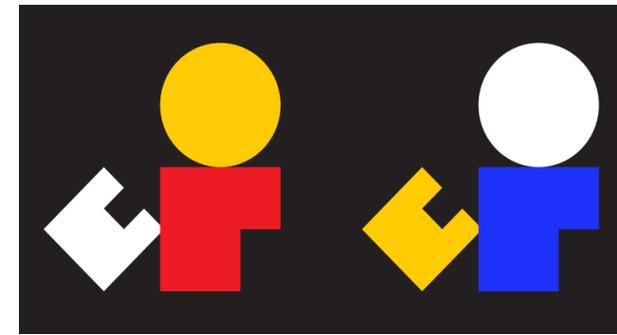


Thank you

More info:



Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





**IATA
BUSINESS
TRAVEL
SUMMIT**

● **LIVE PRESENTATION IN PROGRESS**

Airlines in the lead: Qantas

Nadine Dawood Morgan
Head of Distribution, Ancillaries and Payments, Qantas



IATA - “Airlines in the lead - Development of new products & services in a world of airline retailing”

June 2021

Nadine Dawood Morgan

Head of Distribution, Ancillaries & Payments



The Vision for the Qantas Distribution Platform



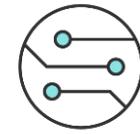
Enhance and streamline servicing capabilities to ensure an exceptional sales experience.



Enable Travel Agencies to access our most compelling products and services.



Deliver personalised experiences to our customers via their preferred channel.



Accelerate innovation through technology.

We've developed the QDP for our Agents, Buyers and Flyers, focusing features in three core areas.



Servicing



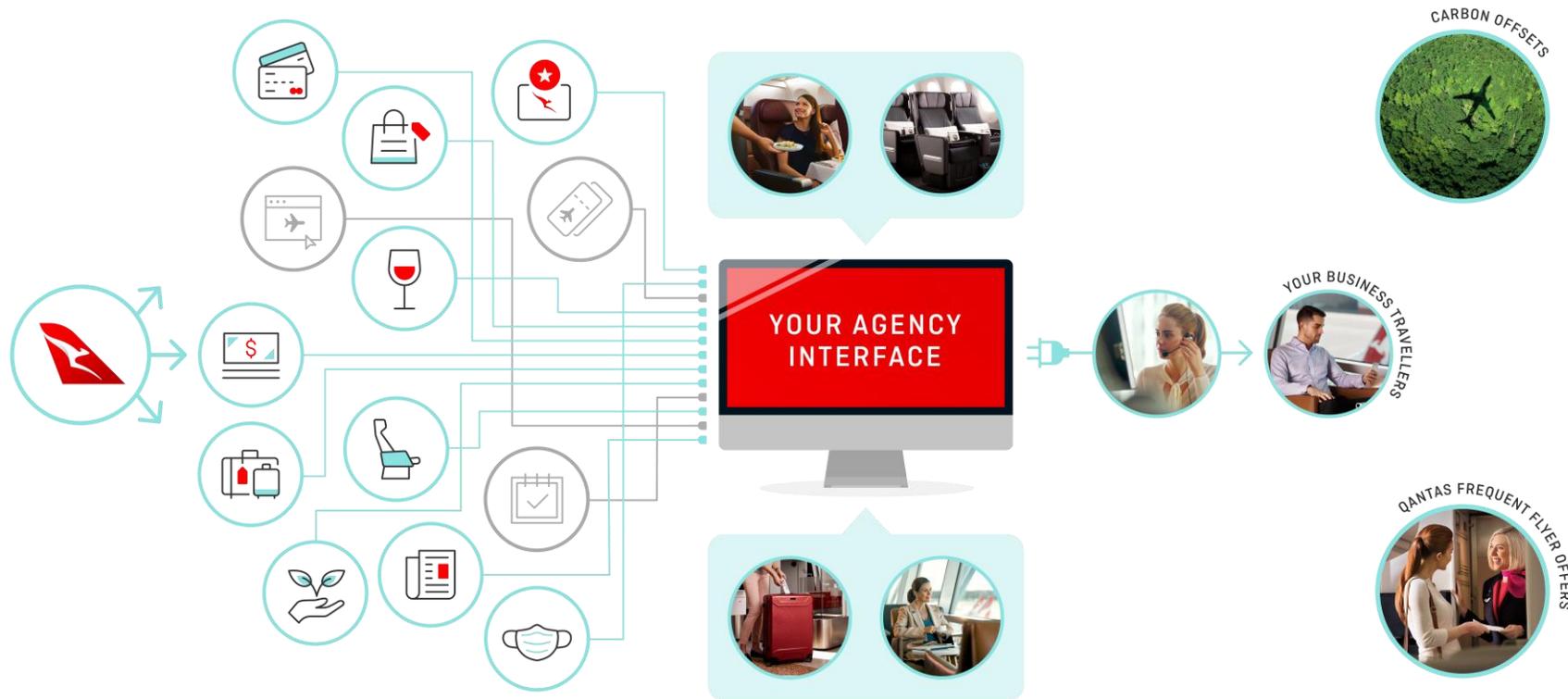
Customer Recognition and Value



Ancillary Products

QDP will modernise the retailing experience for our indirect partners and corporate customers.

Qantas products powered through QDP



Fly Carbon Neutral

- Launched November 2020
- Allows customers to buy carbon offsets when buying their flight.
- Qantas Frequent Flyers earn 10 Qantas Points for every dollar spent.

Qantas Frequent Flyer Offers

- The ability to offer bonus Qantas Points and Status Credits to Qantas Frequent Flyers.

Road to Retail Champion

Experience

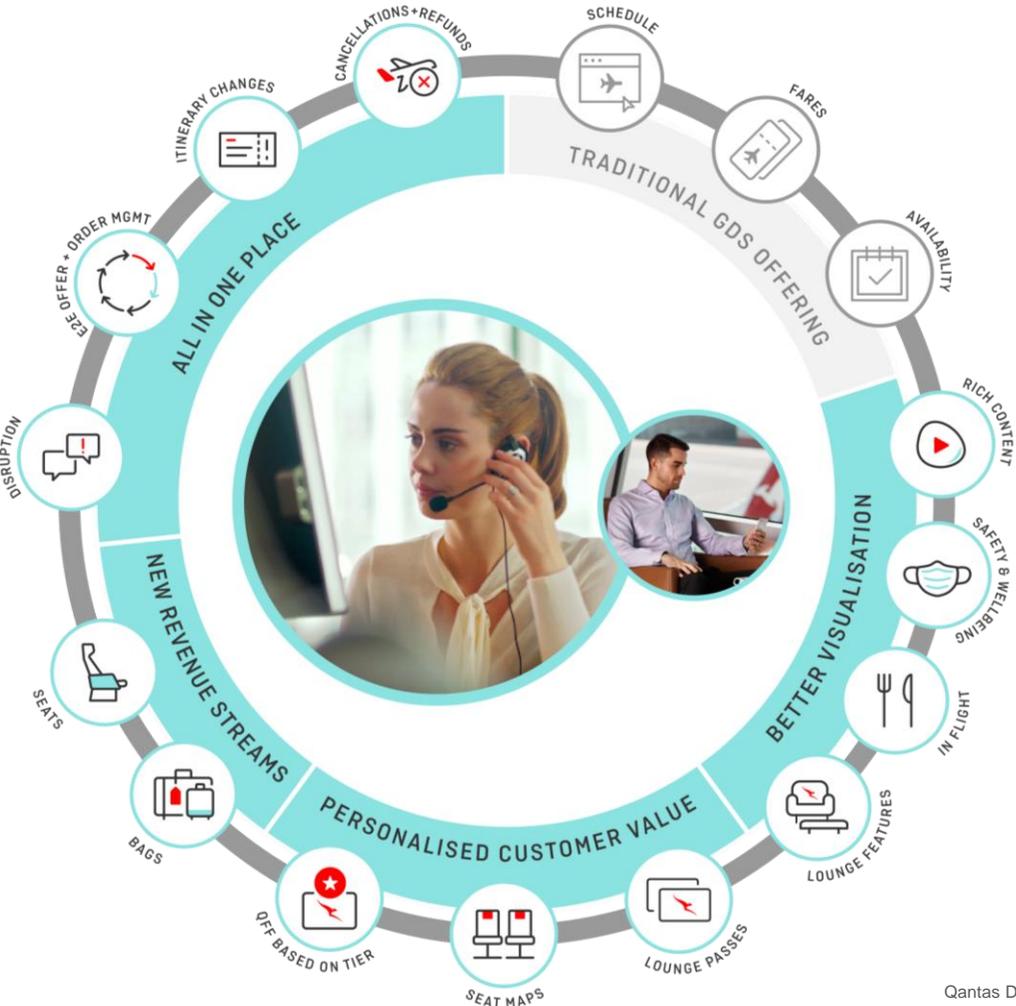
Richer information brought to life visually at the point of sale. Better for sellers, buyers and flyers.

Personalisation

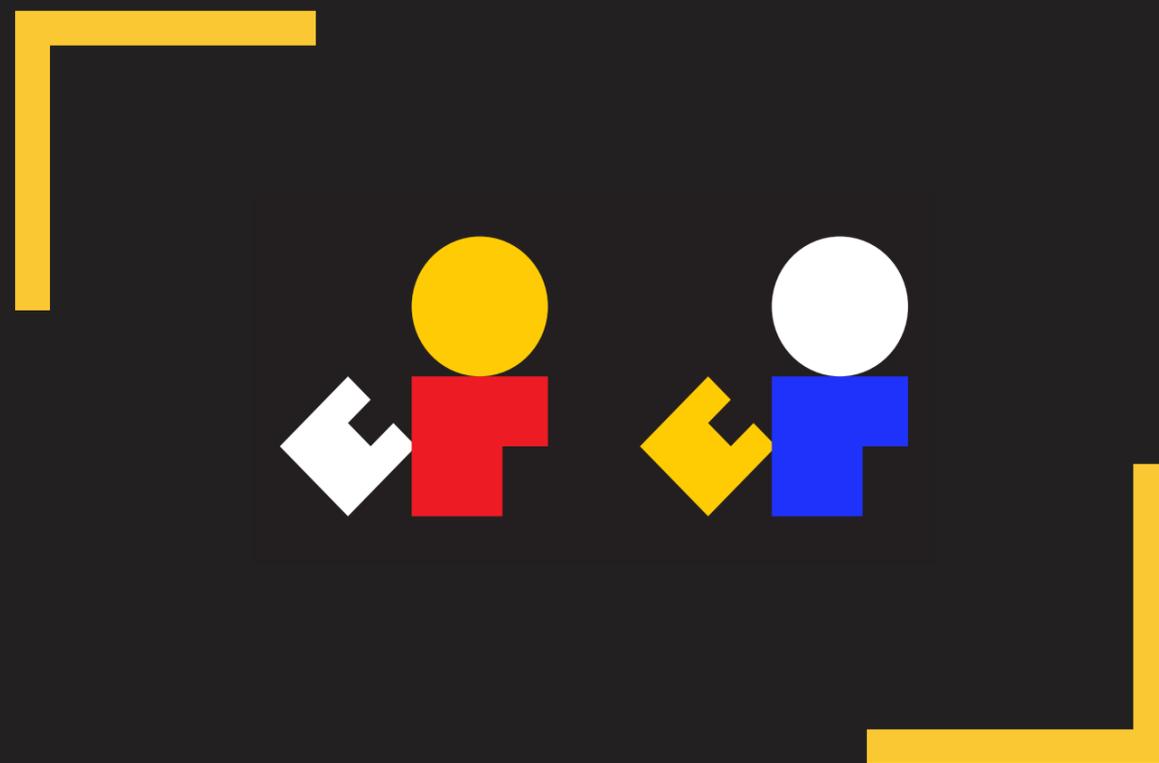
Tailored offers for customers.

Transparency

Ancillary products booked in one place.



IATA
BUSINESS
TRAVEL
SUMMIT



Airline Panel

American Airlines, British Airways, Qantas

Moderator: Dave Weaver, Manager Global Travel, Bechtel Corporation





**IATA
BUSINESS
TRAVEL
SUMMIT**

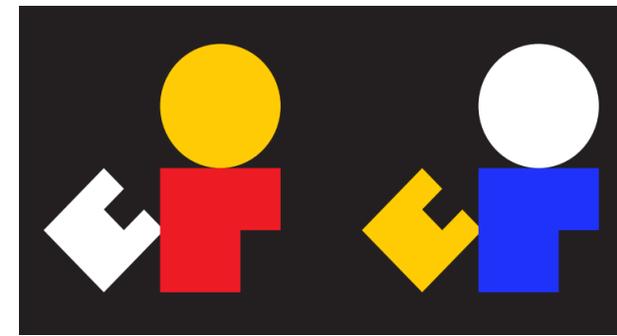
● **LIVE PRESENTATION IN PROGRESS**

TMC Case Studies

Paul Tilstone, Managing Partner, FESTIVE ROAD



Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





Embracing the retailing vision

9 June 2021

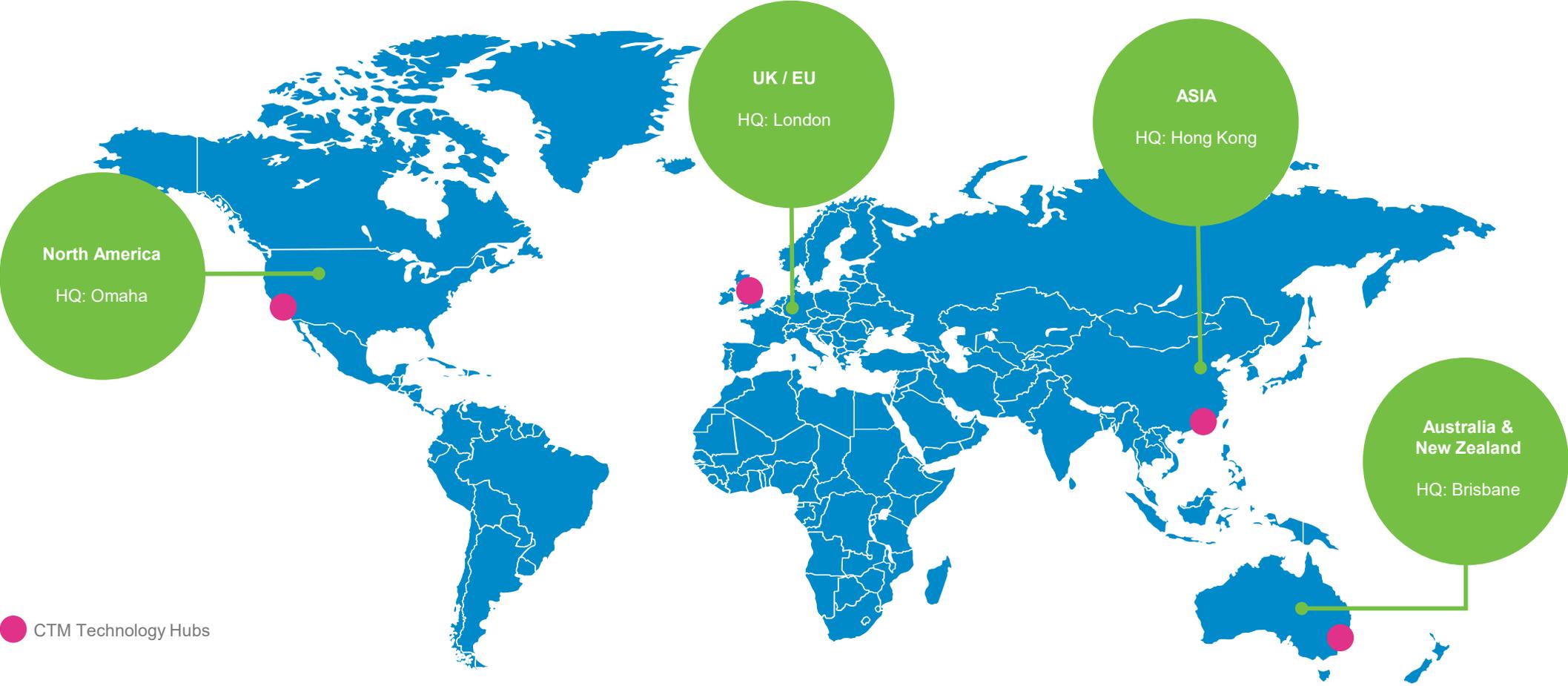
Timmo Rol – Chief Product Officer AU/NZ
Scott Ward – Global Head of Partnerships

www.travelctm.com



CTM - Embracing the retailing vision

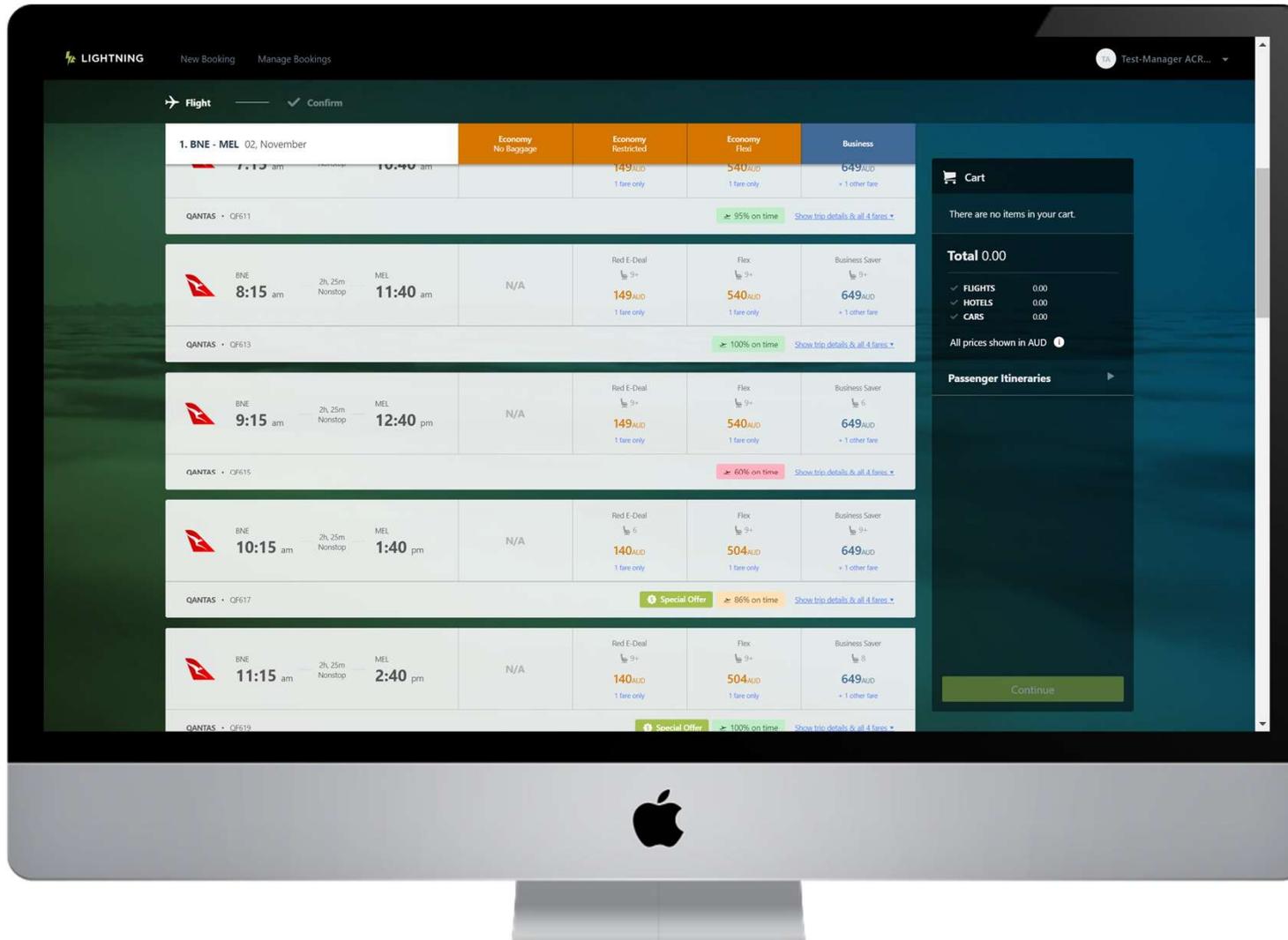
Introduction to CTM.



Providing localised travel solutions to customers around the world.



Retailing offers



Post booking


You are logged in as **tramada.nicoles** For UI Update

Home Bookings Clients Creditors Debtors Finance Reports Admin
Logout

Booking No. 20948
 Client: [SUNIL/TESTING MR](#)
 No. of Pax: 7
 Debtor: [XYZ_COMPANY](#)
 Itinerary: TSV-BNE
 Book. Date: 07-06-2021
 Dep. Date: 15-11-2021
 Cons1: acons

Booking Upload

Copy Booking

Cancel Booking

Add Diary Note

Booking File

- Summary
- Profile
- References
- Passengers
- Life Cycle

Content Import

- Calypso Content Import
- Expedia Content Import

Booking Summary Knowledge Base Help

Passengers [Edit Passengers](#)

Passenger Source	Passenger Name	Age	Memberships	Email Address
TEST9200127A_NDC_F1_AKUF	ANDERSON/TEST MR		QF-597	
HTCR97200789A_BOOKING_CONTENT_XL6B	DOWNEY/ROBERT J MR			@tramada.com
DXUEHA_SABRE_XL6B	SUNIL/TEST MR			
AABRR09010_BOOKING_CONTENT_XL6B	TEST/SUNIL MR	34		@tramada.com
HTCR97200789A_BOOKING_CONTENT_XL6B	TESTING/SUNILL MR	60		@tramada.com
AABRR09010_BOOKING_CONTENT_XL6B	WICKY/JOHN MS	40		@tramada.com
HTCR97200789A_BOOKING_CONTENT_XL6B	MRS	70		@tramada.com

« (1) »»

<p>Client Code SUNIL/TESTING MR</p> <p>ORDER 1 TEST9200 (NDC_F1)</p> <p>PNR 1 DXU (SABRE)</p> <p>TBR 1 AABRR09010 (BOOKING_CONTENT)</p>	<p>Itinerary Summary TSV-BNE</p> <p>Final TKT/Confirm Date 07-06-2021</p> <p>Final Inv./Deposit Date</p> <p>Departure Date 15-11-2021</p>
---	---

Post booking



#HENWLS

Approved

Traveller
Thomas

Requested by
Donna

Department
Infrastructure Projects

Cost Centre
Not Applicable

Booking #
3524456

Ticketing time limit
11:00pm - Fri, 14 May 2021

Approval **Payment** References

- + **Approval requested**
Donna
10:28am - Fri, 14 May 2021
- ✓ **Approved**
Cormac
10:27am - Fri, 14 May 2021
- ✓ **Booking approved**

Reason for Travel INTERNAL MEETING	Time left to approve -	Total price 2582.43AUD	Lost savings 460.00AUD	Travel policy Out of policy
--	---------------------------	----------------------------------	----------------------------------	---------------------------------------

Select seats Add to calendar

Tue, 25 May 2021

Sydney (SYD) to Perth (PER)
Qantas, QF643 - Airbus A330-200

Depart Sydney (Kingsford Smith) Airport (SYD) 08:25am - Tue, 25 May 2021	Fare Restricted (Red E-Deal)	Policy break Within Policy	Total 346.49AUD
Arrive Perth Airport (PER) 11:20am - Tue, 25 May 2021	PNR 9ZFYBT	Note -	Lost savings 0.00AUD
Rates QDQWUQ			
Seats SYD → PER Qantas QF643 No seat selected			

Quest East Perth
Perth

Check in Tue, 25 May 2021	Payment arrangement CHARGEBACK ROOM MEALS AND PARKING	Policy break Choose Preferred Hotel	Total 1850.00AUD
Check out -		Special requests	Lost savings 460.00AUD

Duty of care

Traveller Tracker

Keep track of active travellers and potential travel risks from today onwards

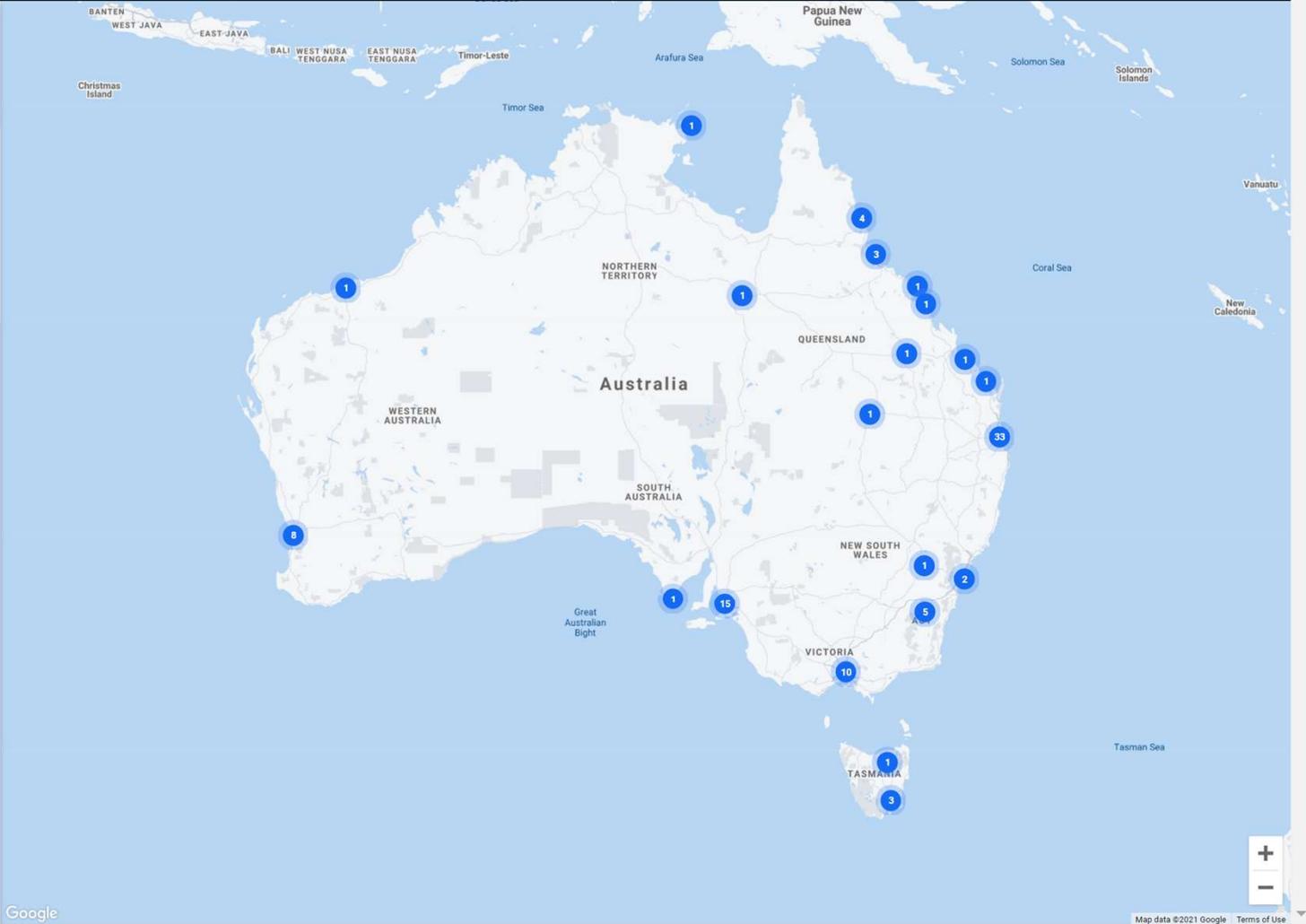
Tue, 01 Jun 2021 - Fri, 31 Dec 2021

Search traveller name or email address

Search

Showing results for Tue, 01 Jun 2021 - Fri, 31 Dec 2021

Australia	High	43	>
Adelaide		15	>
Airlie Beach - Cannonvale		1	>
Brisbane	High	33	>
Bundaberg		1	>
Cairns		4	>
Canberra		5	>
Charleville		1	>
Emerald		1	>
Gladstone		1	>
Gove		1	>
Hobart		3	>
Launceston		1	>



Duty of care

Traveller Tracker

Keep track of active travellers and potential travel risks from today onwards

Tue, 01 Jun 2021 - Fri, 31 Dec 2021

Search traveller name or email address

Search

Showing results for Tue, 01 Jun 2021 - Fri, 31 Dec 2021

Australia	High	43	>
Adelaide		15	>
Airlie Beach - Cannonvale		1	>
Brisbane	High	33	>
Bundaberg		1	>
Cairns		4	>
Canberra		5	>
Charleville		1	>
Emerald		1	>
Gladstone		1	>
Gove		1	>
Hobart		3	>
Launceston		1	>

< Back to Brisbane

Available to Book

Contact Traveller

Itinerary Risks (0)

Wed 16 Jun 2021

QANTAS

Scheduled

Charleville to Brisbane

QF2561 - 2h 25m

View on map

Departure

11:10am, Wed, 16 Jun 2021

Charleville Airport

Arrival

1:35pm, Wed, 16 Jun 2021

Brisbane Airport

PNR Number

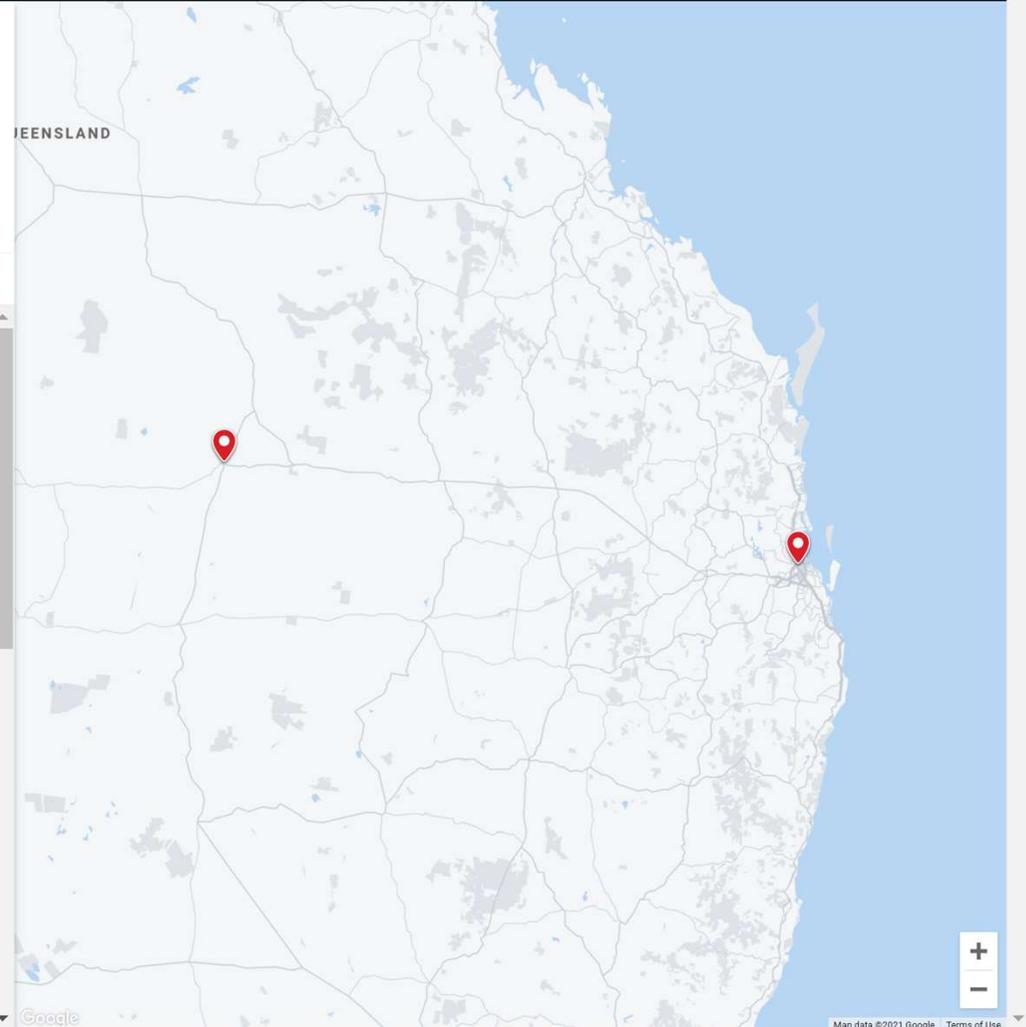
██████

🇦🇺

Oaks Brisbane Charlotte Suites

Brisbane QLD, Australia

View on map



Duty of care

ctm portal | Dashboard | People | Credits | COVID Hub | Test-Arrange

821 Credits available

200,000.77 Total credit value

Traveller

[Filter Airline](#) [Export List](#)

Qantas x Clear All

Expiry	Value	Ticket number	Carrier	Passenger	Department	Cost centre
30 Jun, 2021	\$149.00	[REDACTED]	Qantas	[REDACTED]	Mining	Not Applicable
3 Aug, 2021	\$197.95	[REDACTED]	Qantas	MR	Utilities	Not Applicable
28 Sep, 2021	\$182.81	[REDACTED]	Qantas	MR	Mining	Not Applicable
10 Nov, 2021	\$428.52	[REDACTED]	Qantas	MR	Road Services	Not Applicable
18 Dec, 2021	\$71.17	[REDACTED]	Qantas	MR	Mining	Not Applicable
27 Dec, 2021	\$83.97	[REDACTED]	Qantas	MR	Mining	Not Applicable



travelctm.com

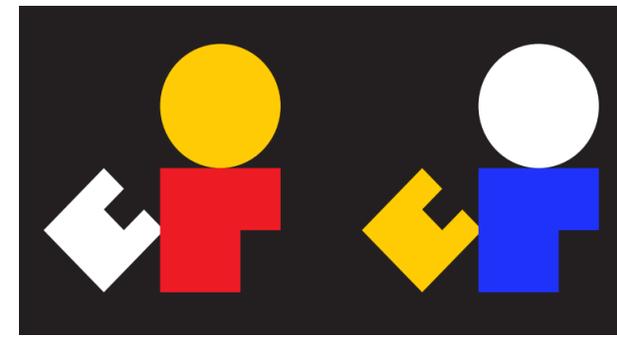
Timmo Rol | Chief Product Officer AU/NZ

e | timmo.rol@travelctm.com

Scott Ward | Global Head of Partnerships

e | scott.ward@travelctm.com

Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





SUPPORTING NDC A SERVICING CASE STUDY

IATA BUSINESS TRAVEL SUMMIT

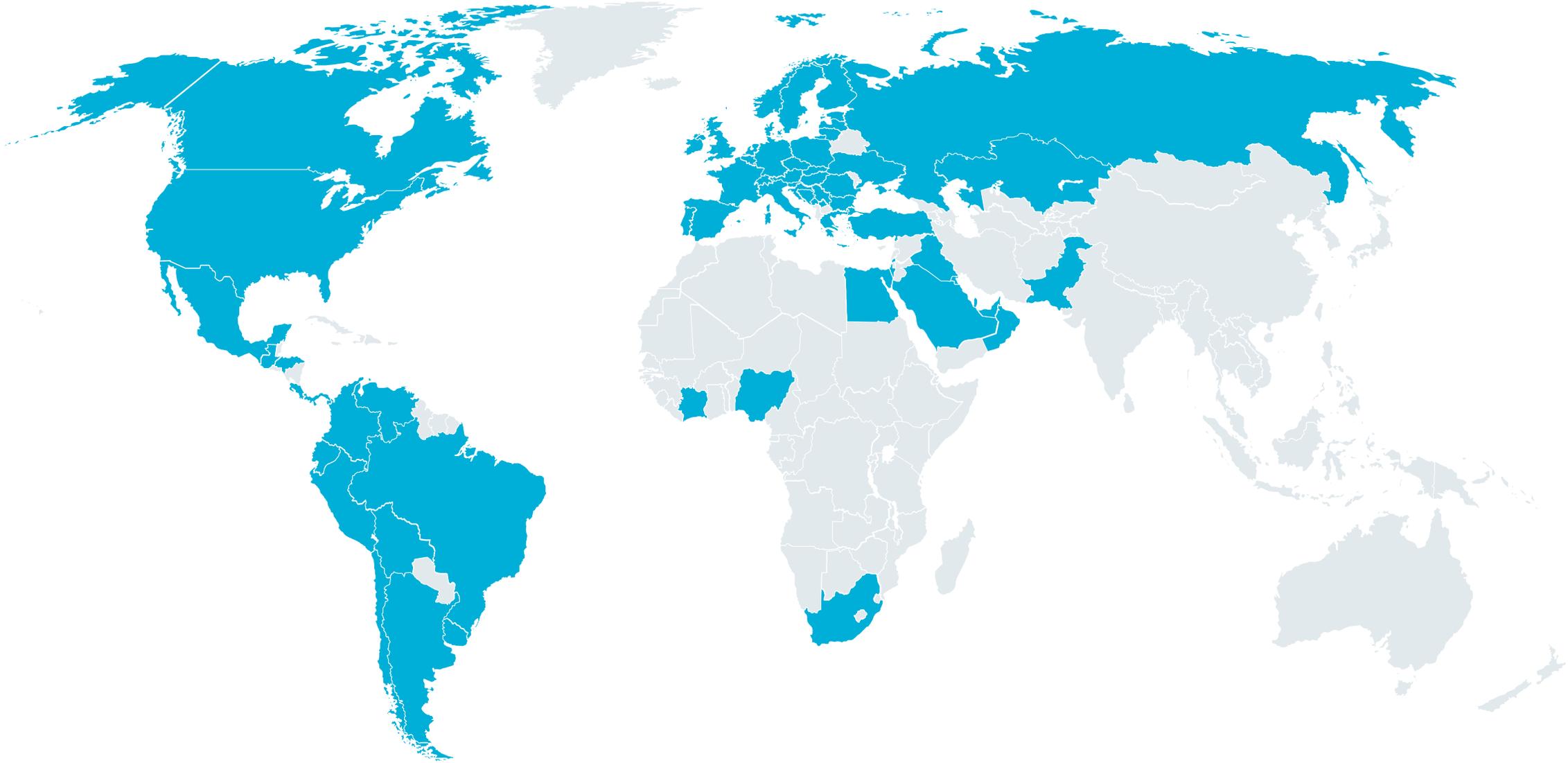
Klaus Goddard

Vice President, Global Distribution

June 9, 2021



SCOPE



SCOPE



OBJECTIVES



Before
Complexity

After
Common tools &
processes
Standardisation &
simplification
Efficiency



DELIVERABLES



**Additional
content source**



**Online/offline
alignment**



**Changes &
cancellations**

CONCLUSION



Collaboration

Solid, constructive support



Complexity

Much more to be done

A woman with long dark hair, wearing a dark blue scarf and a patterned jacket, is smiling and looking at a tablet computer. She is standing outdoors at night, with a city street and buildings in the background, illuminated by warm streetlights and building lights. The overall scene is bathed in a cool blue light.

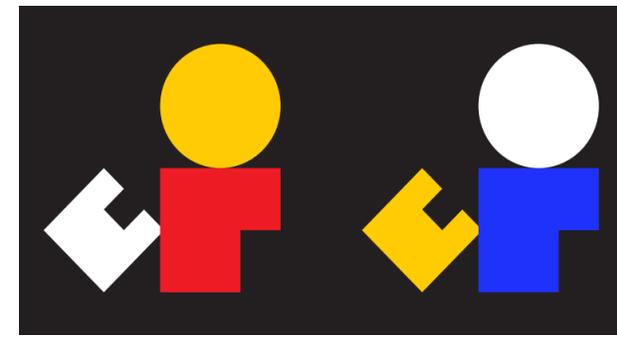
BCD travel

THANK YOU

Klaus Goddard

Klaus.goddard@bcdtravel.eu

Content



1

Airlines in the lead: American Airlines

2

Airlines in the lead: British Airways

3

Airlines in the lead: Qantas

4

Airline Panel: American Airlines, British Airways and Qantas

5

Case Study #1: Corporate Travel Management (CTM)

6

Case Study #2: BCD Travel

7

Case Study #3: ATPI





The multichannel approach

IATA Business Travel Summit

June 2021 | IATA Business Travel Summit

Delivering what really matters™

Introduction



Katie Skitterall

Director of Sales & Operations UK



Scott Wylie

Group Director of Software
Development

ATPI's multichannel approach in action globally



GDS

"As a valued customer of ATPI, I was proud to have been the 1st booked and flown traveler on a QF NDC booking. The ATPI team were **quickly and effortlessly able to offer me the best flight options and quotes to match my itinerary, ensuring my check-in, boarding and flight were seamless.**

With ATPI, Travelport are looking forward to the next evolution of Qantas NDC including extended merchandising, differentiated content and targeted corporate and personalized offers."

Daniel Rowley – Customer Success Manager, Travelport



Lufthansa

ATPI Mercury

"As a major supplier of marine fare content to customers around the world, ATPI and Lufthansa Group airlines teamed up to develop a unique customer experience.

Through Lufthansa Group airlines' Direct NDC API, ATPI customers gain access to their attractive NDC Smart Offer and thus exclusive NDC marine content. ATPI and Lufthansa Group airlines share the vision and ambition to fostering modern airline retailing, creating tangible value and pave the way for future-fit business relationships."

Lufthansa Group



Travelfusion

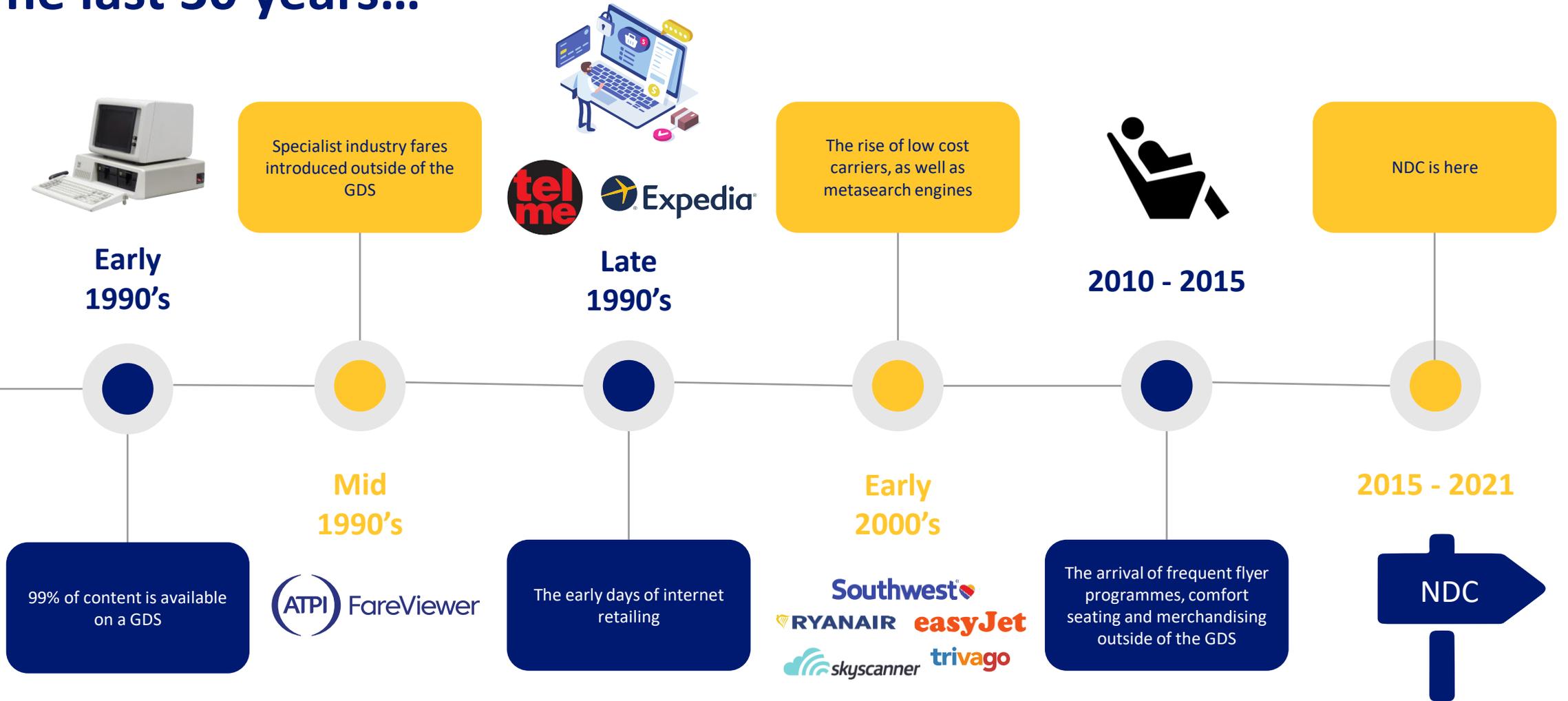
"We are pleased to confirm that pre pandemic (when we were flying!) **ATPI were quick to offer us NDC content on British Airways. Our travellers are highly sensitive to price and regularly benchmark the fares offered to them.** ATPI enabled us to book this content seamlessly and easily in the Concur booking tool thereby giving our travellers confidence in the parity with BA.com."

Value Retail, Travel Manager

Why is a multichannel approach important to ATPI?

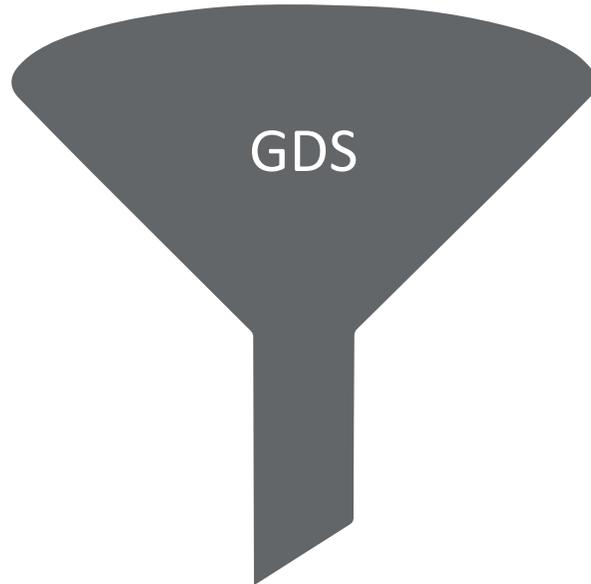


The last 30 years...



Where does this leave ATPI with content?

Traditional approach followed by most TMCs



Content for multinational, SME and specialist industries (marine)

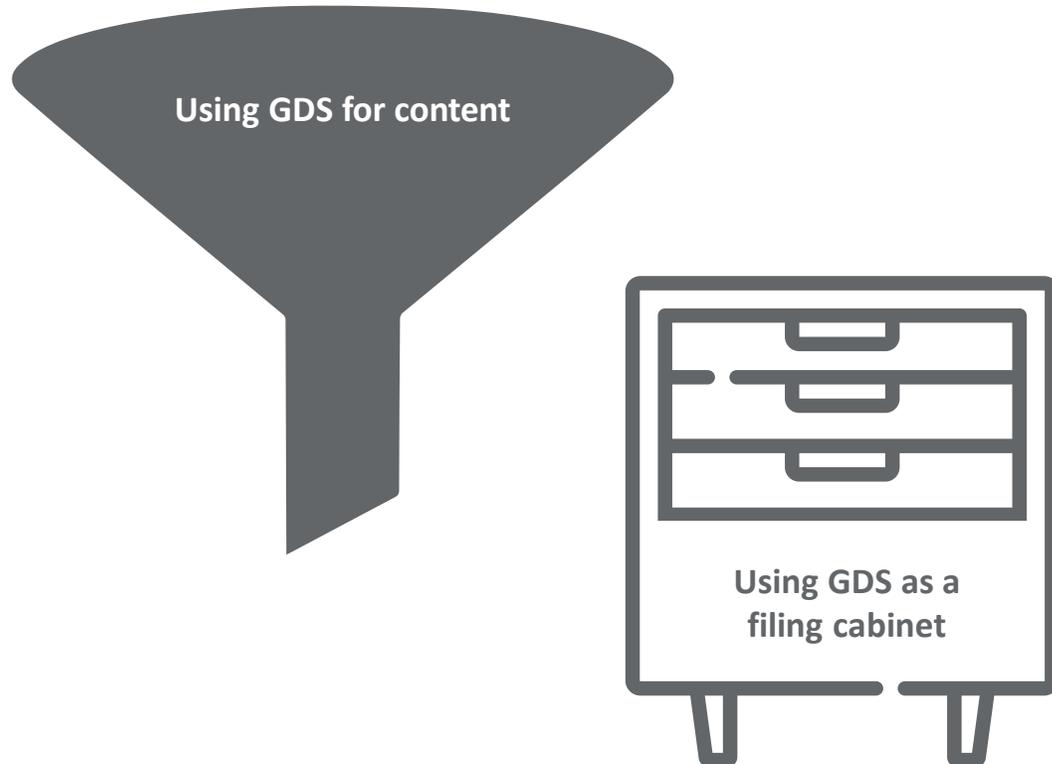
The ATPI multichannel & integrated approach



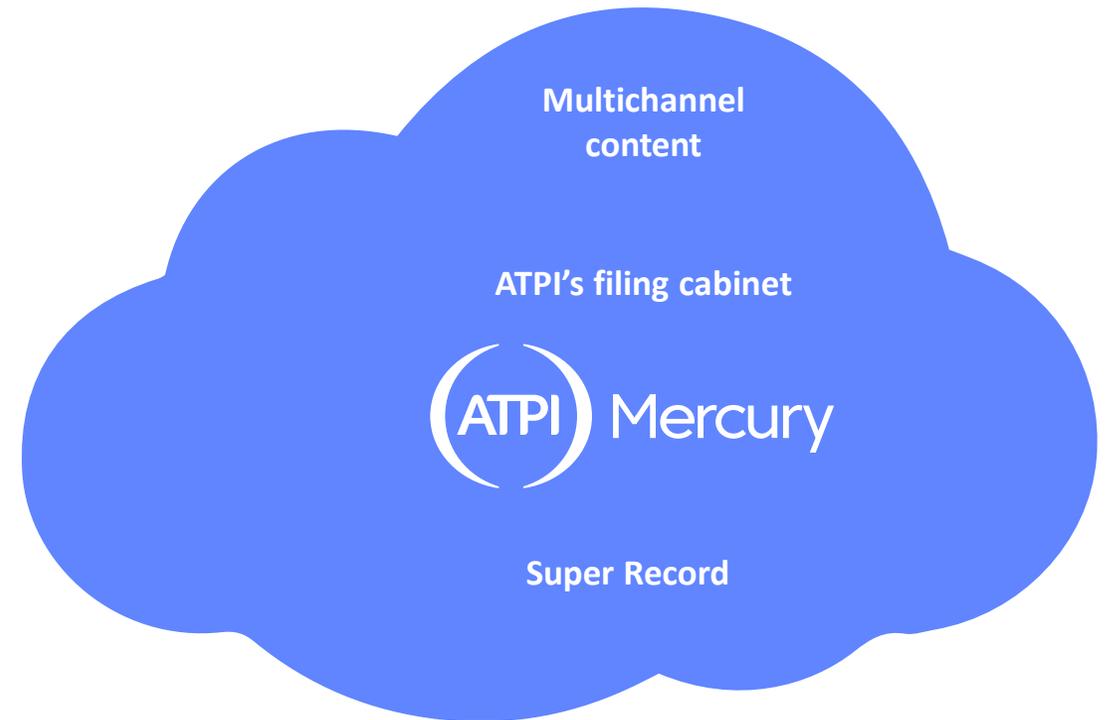
Content for all

How does ATPI manage their approach differently for content and storage?

Traditional approach / other TMCs



The ATPI multichannel & integrated approach



The demand for content with an ever changing demographic...



A sports loving couple with a young child



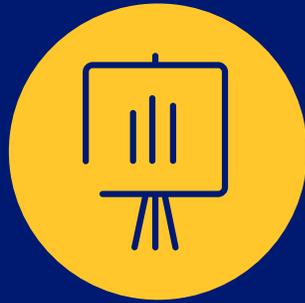
A large multi-generational family with varied interests



What does this mean for our customers?



A more cost-effective solution



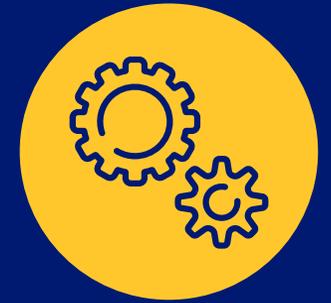
Greater choice



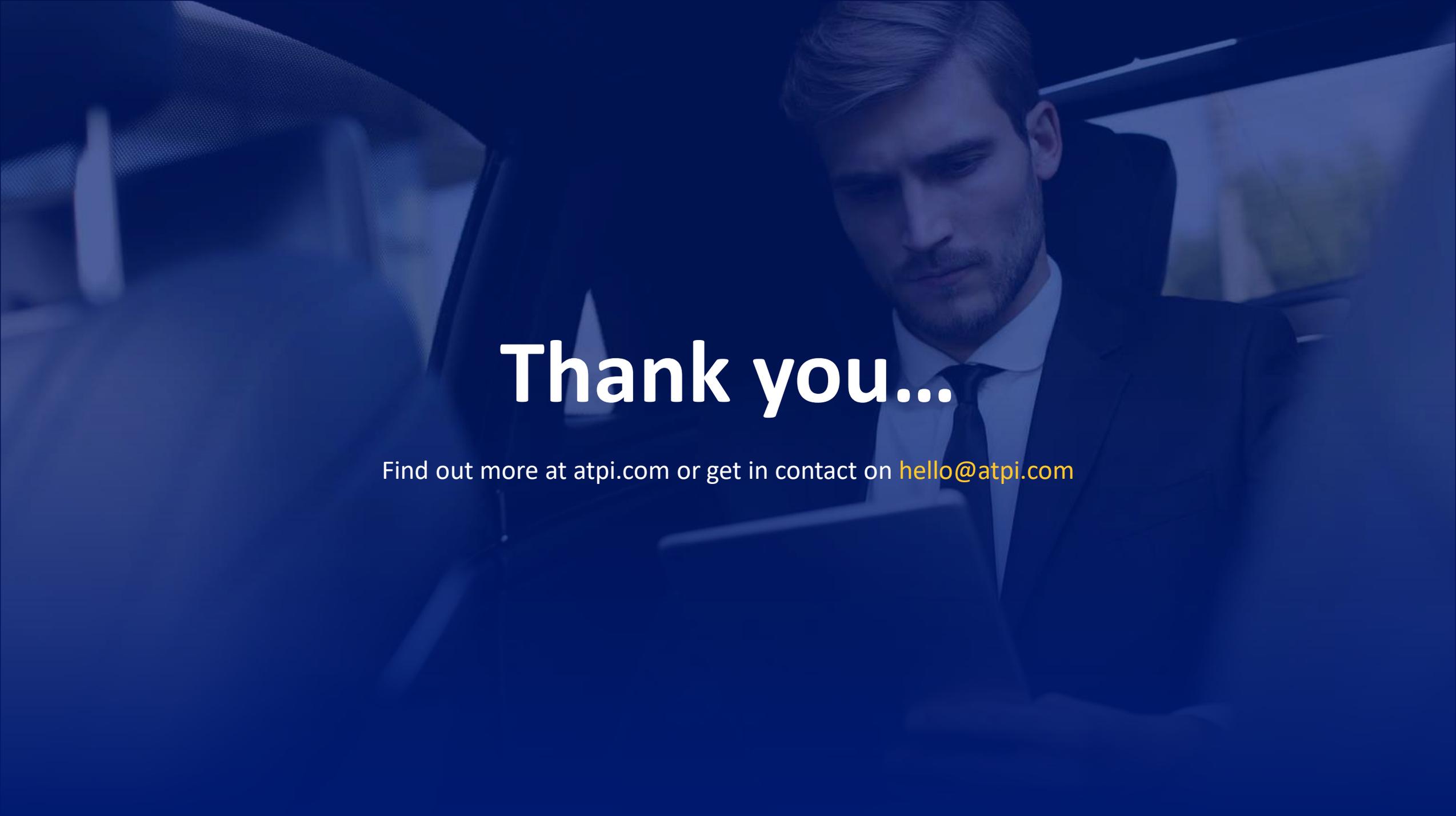
Content from multiple sources



Future proofing travel programmes



Reducing the challenges procurement / travel managers experience in using a TMC

A man in a dark suit, white shirt, and dark tie is sitting in the driver's seat of a car. He is looking down at a laptop computer on his lap. The car's interior, including the steering wheel and dashboard, is visible. The entire image has a blue color overlay.

Thank you...

Find out more at atpi.com or get in contact on hello@atpi.com

IATA

BUSINESS

TRAVEL

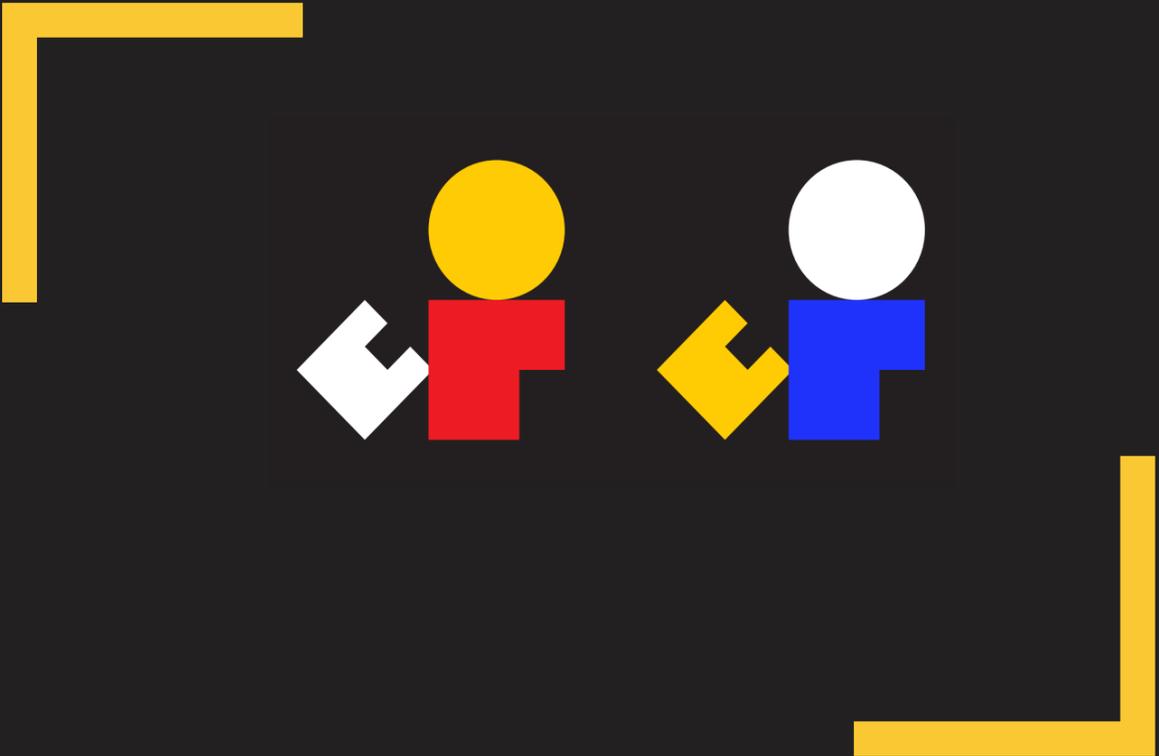
SUMMIT

QUESTIONS

**Go to the Q&A panel at the lower right
side of your screen**



**IATA
BUSINESS
TRAVEL
SUMMIT**



Closing





**IATA
BUSINESS
TRAVEL
SUMMIT**

● **LIVE PRESENTATION IN PROGRESS**

Closing Remarks

Yanik Hoyles, Director Distribution, IATA





Thank you and see you soon!

