

12th September 2018

An Open Letter from The IATA Travel Manager Advisory Group

Dear Business Travel Value Chain,

As travel managers we are proud to have been able to influence the dialogue around the New Distribution Capability (NDC) by participating in the Travel Manager Advisory Group (TMAG)* with IATA. Our view has been, and always will be, that it is highly beneficial to be engaged and contributing to the development no matter how tough or complex the dialogue, and that only through asking questions and providing perspective will we progress in a collaborative fashion.

During the IATA AIR Business Travel Summit in June this year we were witness for the first time to tangible examples of how NDC will affect the products and services we buy and it is great to see that we have been listened to and that our needs as corporate travel buyers are recognised by those who have progressed in their capability to date. We were positively buoyed by what we saw and believe that, given the right implementation and commercial structures, NDC can bring real benefits to the industry, our travel programs and the traveller experience. What we saw at the Global Business Travel Association (GBTA) Convention 2018 in August buoyed us further as announcement after announcement came out about NDC intention.

But we recognise that there are still challenges to be overcome. And as a community, we believe that we must all take more action in our daily business lives if we are to truly realise this benefit and create tangible value. We would therefore like to call on the following value chain participants to do more;

- **Travel Buyers:** We wish all buyers to start including NDC/API/Distribution related questions in your Request for Proposals (RFPs) for your Travel Management Companies (TMCs), Self-Booking Tools (SBTs), aggregation technology and airline sourcing projects.
- **TMCs and Associations:** As the gatekeepers to the thousands of corporate clients globally, we call on you to accelerate the education of your clients/members on the impact and opportunity that NDC brings. And to the TMCs specifically, we ask you to focus on removing any barriers to ensure that we can get the content we need through the desktops and booking tools our travellers use. To IATA, we call on you to encourage airlines to demonstrate tangible examples of NDC in action and to continue to engage with business travel market stakeholders.
- **Airlines:** We wish to see examples/vision of the development of products and services far beyond a bag and a seat, and we want to see an educated sales force with the power to build greater value in the contractual relationships with travel buyers.
- **Self-Booking Tools and GDS/Aggregators:** We wish to see examples of how NDC content will be featured and the developments around policy application in a new world of ancillaries, bundled products and personalisation. We want you to bring NDC to life in a way that's valuable to us.

If we can all work together in the next twelve to eighteen months to provide clarity and answers to how the standard can help bring about the solutions to today's challenges we will have achieved something great.

On behalf of the participants of the IATA Travel Manager Advisory Groups (NORAM & Europe)



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* Travel Manager Advisory Group (TMAG) participant companies include Amazon, Allianz, AstraZeneca, Bechtel, Govt of Canada, LEO Pharma, Microsoft, Nestle, S&P Global, Ingersoll Rand, UBS, Veritas and many more.