

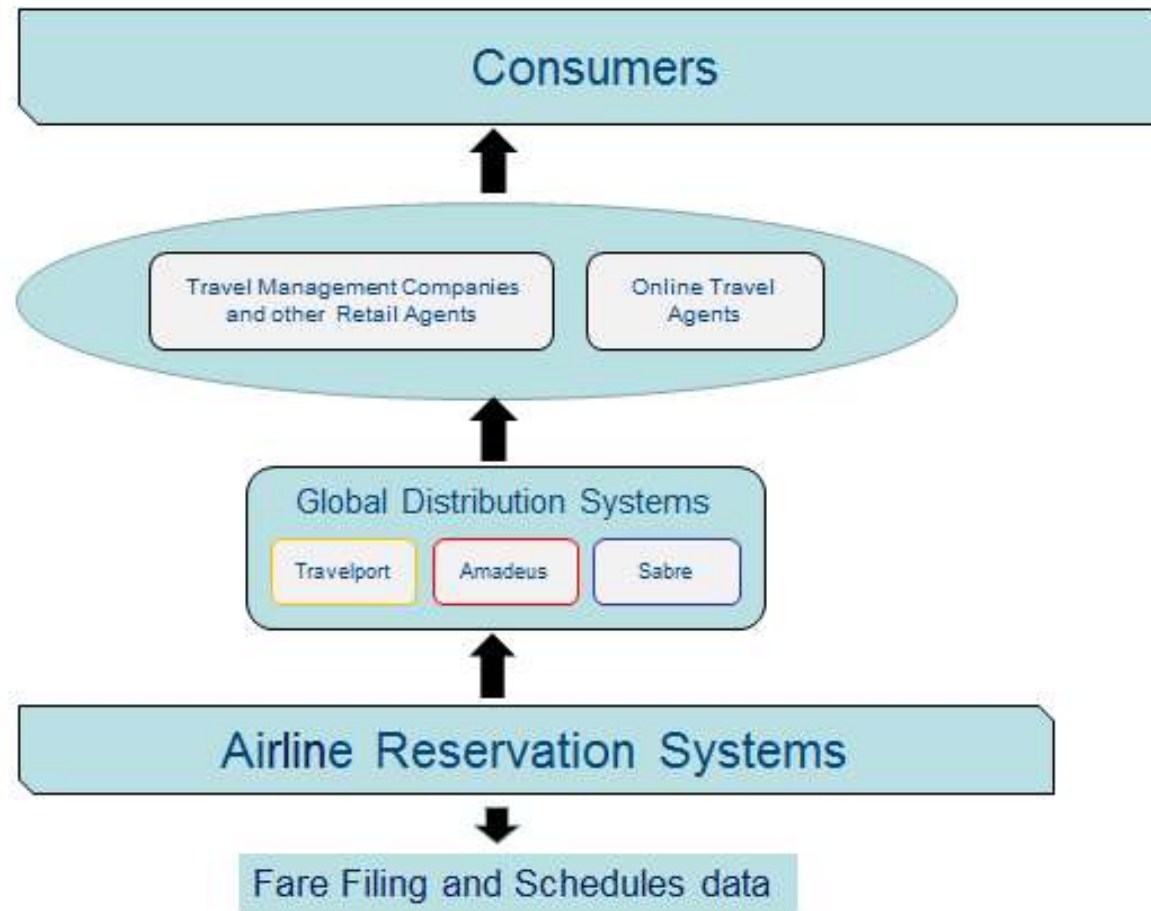


New Distribution Capability (NDC)



Current distribution

- **Airlines** file fares and schedules with 3rd parties
- **GDSs** package and push offers based on third party data bases (price/frequencies)
- **Agents** submit travelers' requests using GDS
- Airlines last to know who has purchased airline ticket
- Distribution capability constrained by GDS level of innovation





Price Departure Duration Arrival Nonstop Airlines ▾ Departs ▾

 **1:15p** — **Nonstop** — **3:05a**
LHR LHR BOM
London London Mumbai
Total duration: 9h 20m
Arrives next day
Best Value
\$670^{.37} ▾

 **9:30a** — **Nonstop** — **11:00p**
LHR LHR BOM
London London Mumbai
Total duration: 9h 0m
Shortest
\$761^{.07} ▾

 **9:25p** — **Nonstop** — **11:00a**
LHR LHR BOM
London London Mumbai
Total duration: 9h 5m
Arrives next day
\$877^{.07} ▾

 **9:45p** — **Nonstop** — **11:15a**
LHR LHR BOM
London London Mumbai
Total duration: 9h 0m
Arrives next day
\$910^{.37} ▾

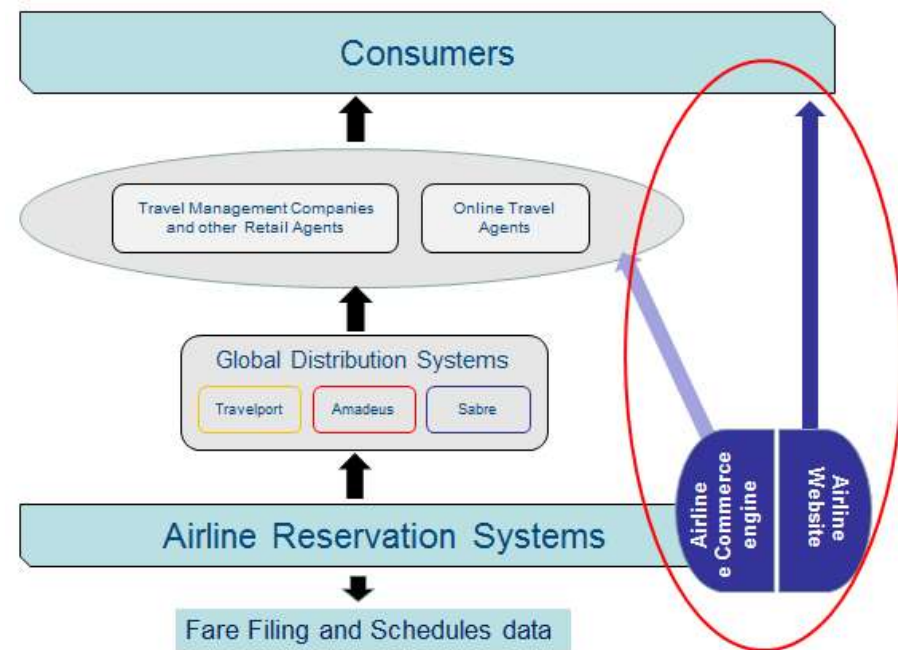
 **10:55a** — **Nonstop** — **12:35a**
LHR LHR BOM
London London Mumbai
Total duration: 9h 10m
Arrives next day
\$910^{.37} ▾

 **10:35a** — **Nonstop** — **12:25a**
LHR LHR BOM
London London Mumbai
Total duration: 9h 20m
Arrives next day
\$969^{.37} ▾

6/13/2013

Airline websites & “Direct Connect”

- Internet gives airlines opportunity to present offers directly via their websites
- Internet also not limited to price/frequency – can present full personalized offers direct to consumers
- Traveler can personalize their own bundle – pick/choose based on value to them
- Airlines compete based on passenger products & services






Airline websites



2. Choose Flights


BREAKFAST CAFÉ - 7 a.m. - 10 a.m.

Flights over 2.5 hours

 **MARCUS SAMUELSSON**


For \$6.79
Breakfast Sandwich

- Smoked turkey, Cheddar cheese and a tomato slice on a brioche roti, served with Stacy's® Cinnamon Sugar Pita Chips.



For \$8.29
Fruit and Cheese Plate

- Enjoy a selection of classic cheeses: Cheddar, Swiss and Muenster, along with gourmet cracker, red and green grape clusters, almonds, walnuts and cranberries.




Flights over 2 hours

For \$5.29
Breakfast Café Snack Tray


Available on select morning transcontinental and Hawaii flights.

- Stacy's® Simply Naked bagel chips, Rondele® original plain cheese spread, Ocean Spray Craisins®, Emerald® natural almonds, Biscoff cookie.




For \$2.49
Erin Baker's Breakfast Cookie

- Made with heart-healthy whole grains and sweetened with fruit puree, this breakfast option is packed with dried cranberries, plump California raisins, and premium walnuts.



For \$4.49
Nuts Aloft

- A gourmet blend of almonds, cashews, honey-roasted sesame sticks, and walnuts.



Choose Your Departure Flight

SUN Mar 17 | MON Mar 18 \$436 | TUE Mar 19 \$436 | **WEDNESDAY March 20 from \$436** | THU Mar 21 | FRI Mar 22 | SAT Mar 23

Lowest Fare | Refundable | Business / First

Flights	Departure	Arrival	Choice	Choice Essential
1631	06:05 am DCA	08:45 am MIA	\$512 3 Seats left	\$580 3 Seats left
1797	07:15 am DCA	10:00 am MIA	\$436	\$504
			\$524	\$714

Choice Essential

- No Change Fee (fare difference may apply)
- 1 Checked Bag
- Group 1 Boarding

View Available Seats

Aircraft: 738
Flight Miles: 820
Total Travel Time: 2 hr 40 min

Meals: **Snack \$**
Advance Purchase: 0 Days
Booking Code: W
Cabin: Economy

Snack \$ 0 Days
W
Economy

Snack \$ 0 Days
W
Economy

Continental Breakfast 0 Days
P
First

All prices are now **ROUND-TRIP**

Take a look at all the new features we've added to AA.com

 **DCA to MIA**
Wednesday March 20, 2013

Shopping Cart

Your Round-Trip Cost:
\$0 USD

Baggage and Optional Service Charges



Airline websites

Interior Specifications:

Economy Class

Number of Seats: 50
 Configuration: 2-2
 Bulkhead Rows: 1 ACDF
 Exit Row: 8
 Seat Pitch: 78.7 cm (31 in.)
 Seat Width: 43.2 cm (17 in.)
 Seat Recline: Yes
 Power Ports (110 volt connection, no adapter required): N/A
 Overwing Rows: 6 to 9
 Entertainment: N/A

Special Features for Accessibility:

Seats with Moveable Aisle Armrest: Rows 2 and 3 ACDF
 On-board Wheelchair: No
 Wheelchair Accessible Lavatory: No

Technical Characteristics:

Joined the Fleet: 1994
 Number of Aircraft: 46

AIR CANADA

US Edition | [Contact Us](#)

Home

Search **Select** Review Passengers Purchase Seats Itinerary

Select Flights

Display **only fares eligible for upgrade** - [Learn more](#)

All fares displayed on this page are in **US dollars**, per person, per one way, and **include all surcharges, taxes, fees and charges**. [Learn more...](#)

Baggage fees may apply. Please review our [checked baggage](#) and [carry-on baggage](#) pages for more information. Different baggage policies, fees and rules may apply if the first flight in your itinerary is marketed by [another airline](#).



Select departing flight

Day's lowest fare→

Fri 15-Mar N/A	Sat 16-Mar N/A	Sun 17-Mar N/A	Mon 18-Mar \$404	Tue 19-Mar \$404	Wed 20-Mar \$404	Thu 21-Mar \$404	Fri 22-Mar \$404	Sat 23-Mar \$404	Sun 24-Mar \$404	Mon 25-Mar \$354
----------------------	----------------------	----------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------

From: **Washington, R Reagan National, DC (DCA)**
To: Montreal, Trudeau, QC (YUL)

[Compare our fare options](#)

Op.	Flights	Depart	Arrive	Aircraft	Duration	Connections	Tango	Flex	Latitude	Executive Class Lowest	Executive Class Flexible
Direct Flights											
1	AC7651	06:50	08:26	CRJ	1hr36		-	○			
1	AC7655	16:30	18:07	CRJ	1hr37		-	○			
Connecting Flights											
1	AC301	06:10	07:37	E75	4hr05	Toronto (YYZ)	-	○			
1	AC404	09:00	10:15	320			-	○			
1	AC301	06:10	07:37	E75	5hr05	Toronto (YYZ)	-	○			○ \$1848
1	AC406	10:00	11:15	319			-	○			○ \$1848
1	AC301	06:10	07:37	E75	6hr05	Toronto (YYZ)	-	○ \$774	○ \$1044		○ \$1848
1	AC408	11:00	12:15	E90			-	○			

Latitude

- Fully refundable
- Flight changes for the price of the fare difference
- Flights operated by Air Canada: 100% Aeroplan Miles (Altitude Qualifying Miles)
- Complimentary advance standard seat selection
- Complimentary onboard snack (on select flights)

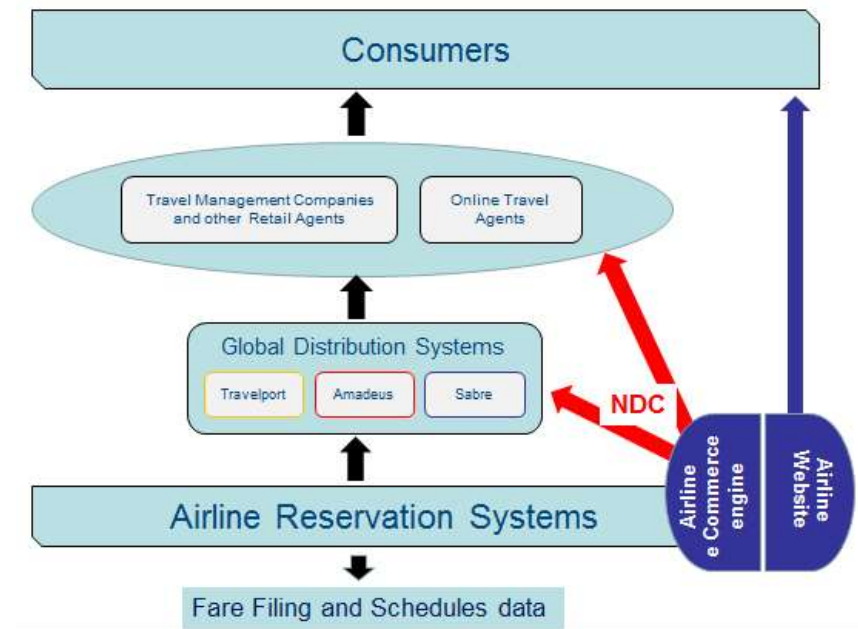


So, what is NDC?

- An IATA-led collaborative industry initiative
- To define a new messaging standard between airlines and travel agents
- That will enable greater transparency and choice for consumer in comparison shopping
- By closing the gap in product availability & personalisation between direct and indirect channels

Vision of an NDC-enabled industry

- Airlines, travel agents and third party systems are already connected today but lack interoperability
- NDC provides a standard for those **connections**
- Having a “**standard**” translates to lower development costs and higher implementation speed
- The standard also facilitates content **aggregation** and consequently comparison shopping



Hotel distribution

Hotel name...

Price (total)

£0 to £500+

Price slider: £0 to £500+

Star rating

★★★★★

★★★★☆

★★★☆☆

★★☆☆☆

★☆☆☆☆

Guest rating

0 to 5

Guest rating slider: 0 to 5

Neighbourhood

Back Bay

Quincy Market - Financial District


Theatre District - Downtown Crossing

Cambridge

South Boston Waterfront

The Boston Park Plaza Hotel

50 Park Plaza at Arlington Street Boston, MA, 02116-3912 United States, 0203 450 6788



★★★★☆

Welcome Rewards

Back Bay

0.86 mi to city centre
2.8 mi to Boston, MA (BOS-Logan Intl.)

Good

3.9 / 5

2,656 customer reviews

Last booked less than 1 hour ago

£142 ~~£129~~

price for 1 night, including taxes & fees

Special deal


✓ **FREE** cancellation

[Select](#)

Save \$15 on hotel parking during your stay [View more](#)

The Colonnade Hotel Back Bay

120 Huntington Avenue Boston, MA, 02116 United States, 0203 450 6788



★★★★☆

Welcome Rewards

Back Bay

0.72 mi to city centre
3.5 mi to Boston, MA (BOS-Logan Intl.)

Excellent

4.5 / 5

175 customer reviews

Last booked 1 hour ago

£243 ~~£175~~

price for 1 night, including taxes & fees

Special deal

✓ **FREE** cancellation

[Select](#)

Book this hotel and get an 18% discount off Airport Transfers [View more](#)



Value proposition for customers

- More information and choice
- More complete product offers
- More places to shop for travel
- More ability to comparison shop for complete offers
- More ability to get personalized offers based on your preferences if you choose to do so



Value proposition for agents

- Broader access to airline products: one stop access to ancillaries and other airline services will enable agent innovation and potential new revenue streams
- Better service for clients: ability to present broader value added to clients via customized offers - if the customer chooses to be identified
- Increased relevance of travel agent in comparing complex product offers
- Significant reduction in ADMs (Agent Debit Memos)



5 myths about NDC

- NDC will result in less price transparency for consumers
 - ◆ NDC will enable greater product, service and price transparency than the current filing system
- NDC will result in higher prices for consumers
 - ◆ Increased competition usually results in lower prices
- NDC will result in less competition among airlines
 - ◆ NDC will increase competition between airlines because they will be able to compete on service offerings as well as price
- NDC will prevent any comparison shopping
 - ◆ NDC will enable airlines to distribute all their products, not only the ones that fit into a GDS, and travel agent websites will be able to display and compare all those products
- NDC will violate passengers' privacy rights in building personalized offers
 - ◆ Passengers have the **option** to receive personalized offers
 - ◆ Airlines have to meet requirements of privacy regulations

NDC Roadmap

