

What lessons can be drawn from the air ticket distribution market?

**Florence Intermodal
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Crossing point in the air tickets distribution

- **40 years old distribution standards are no longer matching the demands of the industry (lack of flexibility, costly, difficult to adapt)**
- **The airlines need more flexible distribution processes and to mitigate their distribution costs**
- **Transition between old model and new model complex and still a rocky road**

NDC approach and airlines expectations

- **Flexibility to tailor its products and prices thus offering more choices and customization options for the customers**
- **Match demand with the right offer and improve customer experience (greater level of personalization)**
- **Deliver reach content and ancillaries (baggage allowances, seat upgrades etc)**

Challenges within the airlines' distribution network (1)

- **New choices and customized offers from the airlines need to comply with transparency and clear customer information requirements throughout the distribution network**
- **One of the main focuses for the airline is to ensure customer access to correct and complete information about its offers (prices, particular conditions)**

Challenges within the airlines' distribution network (2)

- **Airlines need to adapt their approach on direct and indirect distribution through different distribution channels in order to maintain efficiency and compliancy with industry rules and regulations**
- **At the same time, contractual schemes but also norms and regulations may need to be adjusted to better respond to the new distribution landscape**