

APAVT Congress

4 December 2015



Svend O. Leirvaag, Chairman

Topics

1. The future of airline distribution - technological developments, IATA NDC project, etc.
2. The new rules as far as the relation with IATA, namely the NewGen ISS;
3. The role of GDS in the future chain of value – the Lufthansa surcharge;
4. Ownership of Consumer data: the airline, the Travel agency, the GDS or the Customer?

See the Difference? It's Not about Technology

Seatmap -- Webpage Dialog

Seat map UA 681 LGA ORD 25SEP14 Aircraft: 320

Show seats:
 Bulkhead seat 0 / 4
 Preferential seat 11 / 24
 Emergency exit 0 / 15

Seat	Passenger
12E	JOHN SMITH

Send

Legend

- Available seat
- Available seat with characteristics
- Occupied seat
- Chargeable seat
- Exit
- Wing
- Lavatory

42.00 USD - JOHN SMITH
 Seat 12E
 Economy Plus (Limited Recline)
 Preferential seat

Seatmap -- Webpage Dialog

Seat map KL 875 AMS BKK 12DEC14 Aircraft: 744

Show seats:
 Bulkhead seat 21 / 35
 Preferential seat 30 / 36
 Emergency exit 20 / 21
 To be left vacant or offered last 6
 Quiet zone 49 / 52
 No facility seat (indifferent seat) 0 / 39
 Lavatory seat 11 / 12

Seat	Passenger
14D	SMITH JOHN

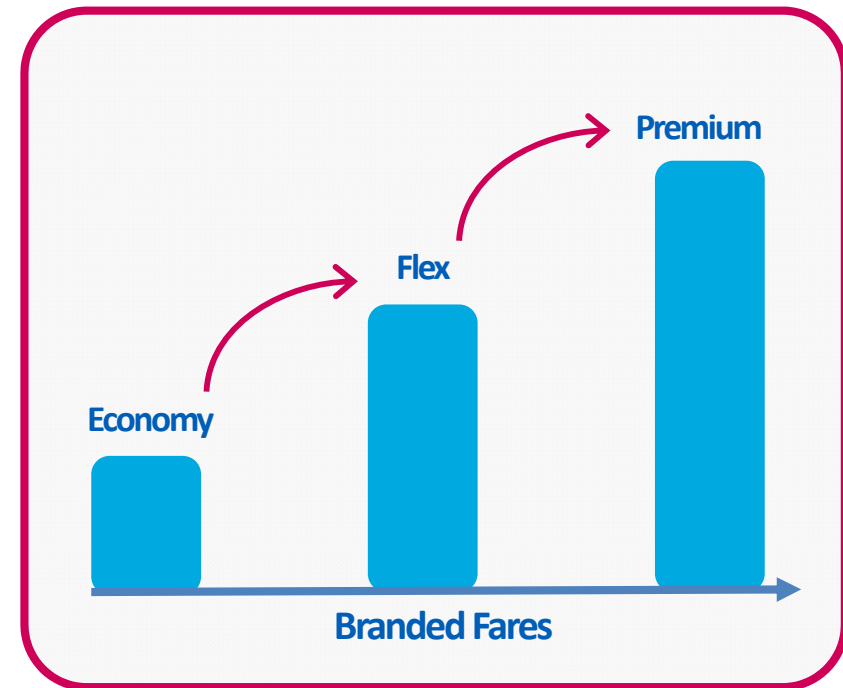
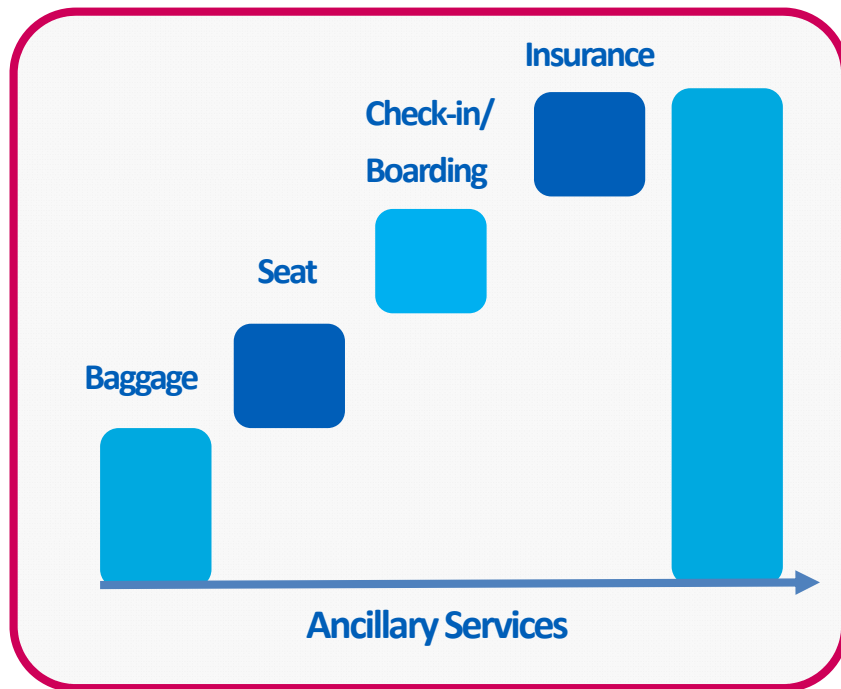
Send

Legend

- Available seat
- Available seat with characteristics
- Occupied seat
- Chargeable seat
- Wing
- Lavatory

150.00 EUR - SMITH JOHN
 Seat 14D
 Preferential seat

Ultimately, It's All about Merchandising



Critical Success Factor Is Travel Agency Adoption



