

3rd Summit of Presidents of Travel Agencies Associations

Bilbao, 4-6 November 2015,

The IATA Study on NDC - 'Lights & Shadows on NDC'



*Michel de Blust, Secretary General,
ECTAA*

Some Facts:

- IATA Study on NDC presented in October 2015.
- Consultant selected and appointed by IATA, predicted end of Indirect distribution in a 2012 Study !!!
- ECTAA did not want to participate in a study: not addressing the core issues for travel agents.



A couple of observations:

- Study → 30% of airlines tickets issued world-wide by agents in 2014.
- IATA Annual Report 2015 → 60% of airline tickets sold by agents in 2014.
- Study → Majority of agents interviewed consider that airlines websites have an advantage over GDSs in terms of content. But would NDC change this?



Issues not addressed by the Study:

- Data Protection
- Data Protection safeguards required by European and National Legislations
- EU Working Party (September 2014): *“Considerations made on possible impacts on privacy and data protection principles remain valid and should be taken into consideration in future developments of the NDC project”*
- Unclear how airlines will comply with Data Protection legislation re. NDC
- New EU Data Protection Package: Stricter rules in terms of Profiling and Content



Issues not addressed by the Study:

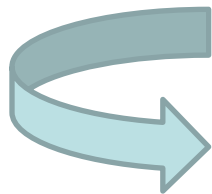
- Implementation Costs
- NDC will have significant software-related costs
- Will airlines pay the bill of all related costs?





Issues not addressed by the Study:

- **Price Transparency - Access to fares – Consumer Protection**
- Art.23 of Reg. EC 1008/2008 – Principle of non-discrimination in pricing based on nationality or the customer’s place of residence.
- Fare comparison based on objective criteria >< NDC
- 53% of the agents participating in the survey did not have any information about NDC



NDC will affect
Neutral and impartial
role of Travel Agent





More Fundamental: Is NDC something the Consumer really want?



The Summit Instant Survey: 3 questions on NDC:

1. In Your business operations do you feel that NDC is needed to improve your business?

- YES(v)
- NO (x)
- NOT SURE (?)



2. Do you think Agents are likely to adopt NDC?

- YES (v)
- NO (x)
- NOT SURE (?)



3. NDC and data ownership: In your opinion who owns the customer's data?

- The Agent? Yes (v) No (x) Not sure (?)
- The Airline? Yes (v) No (x) Not Sure (?)
- THE GDS? Yes (v) No (x) Not Sure (?)



Thank you!

ECTAA

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