

Marcel Forns Bernhardt

Managing Director GEBTA

NDC and content availability in corporate travel – Best practice in the Spanish market”





Market size Spain ca.
14.500 M€

Non profit association

20 member TMCs

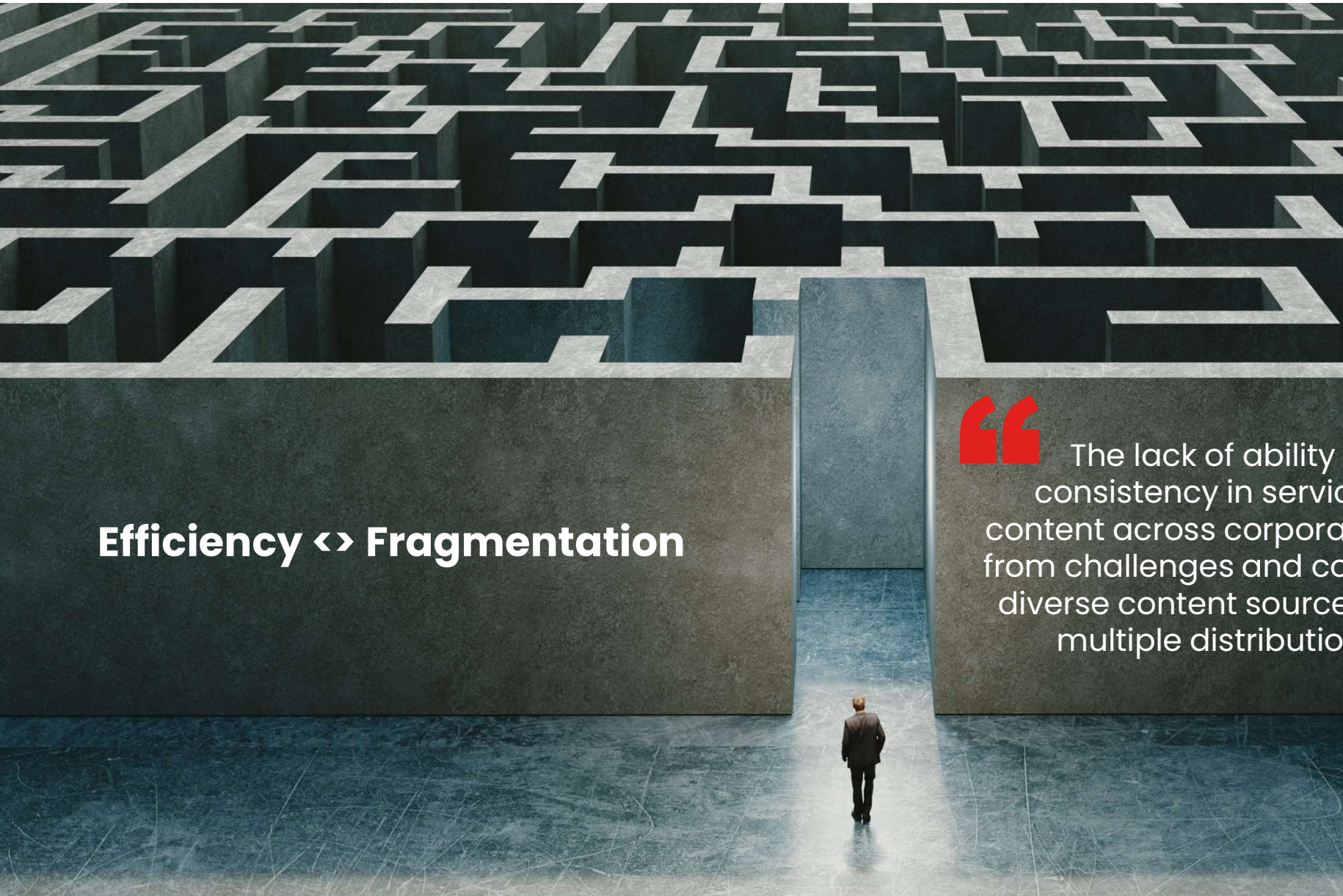
**85% + of market share of
managed BT**

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Efficiency <> Fragmentation



The lack of ability to provide consistency in service, data, and content across corporate travel; arisen from challenges and complexities from diverse content sources, formats and multiple distribution channels



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- Limited airline content
- Productivity losses for TMCs
- Low adoption rates of NDC

CONTEXT ...



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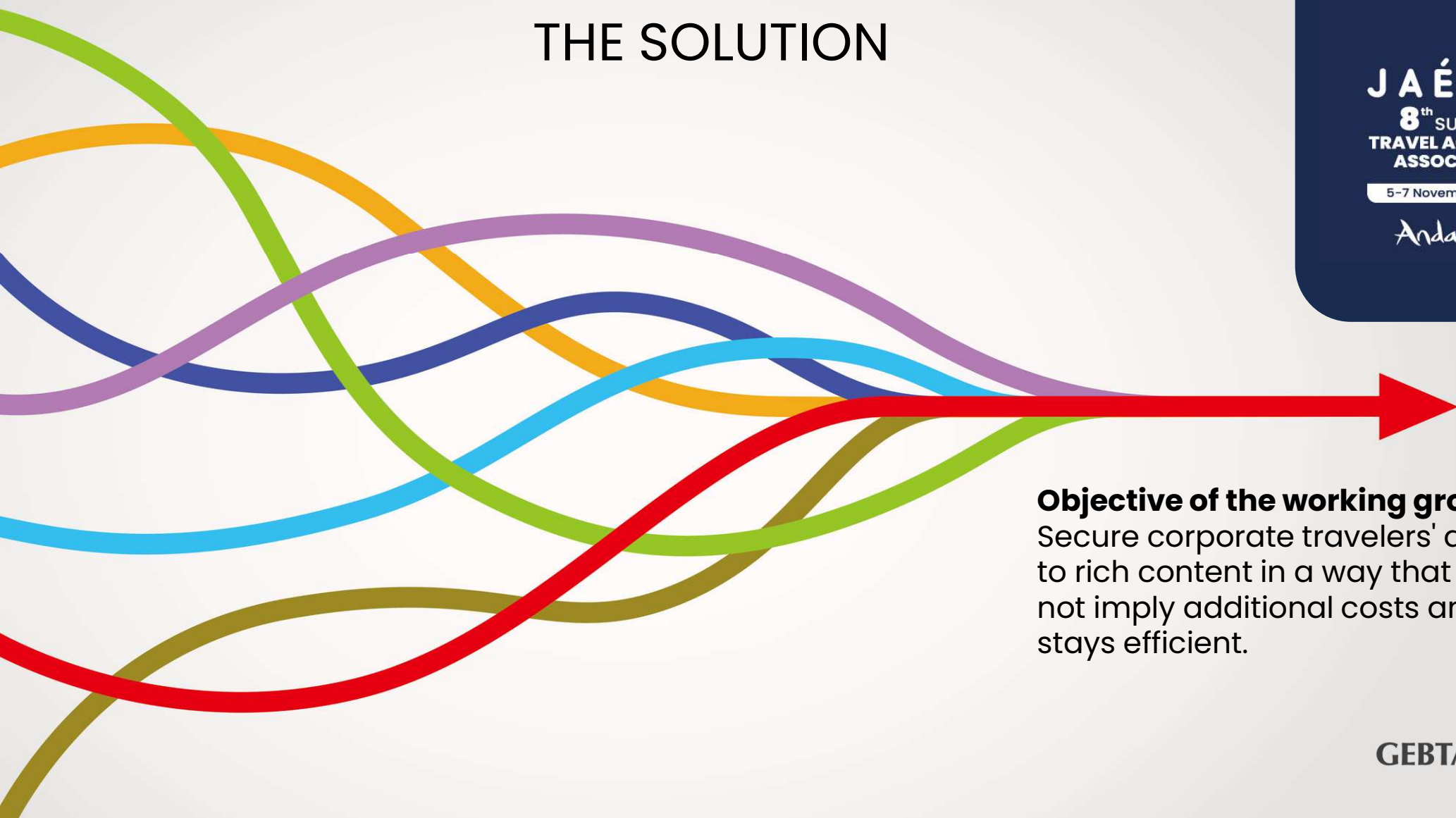


THE SOLUTION

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Objective of the working group:
Secure corporate travelers' access
to rich content in a way that does
not imply additional costs and
stays efficient.

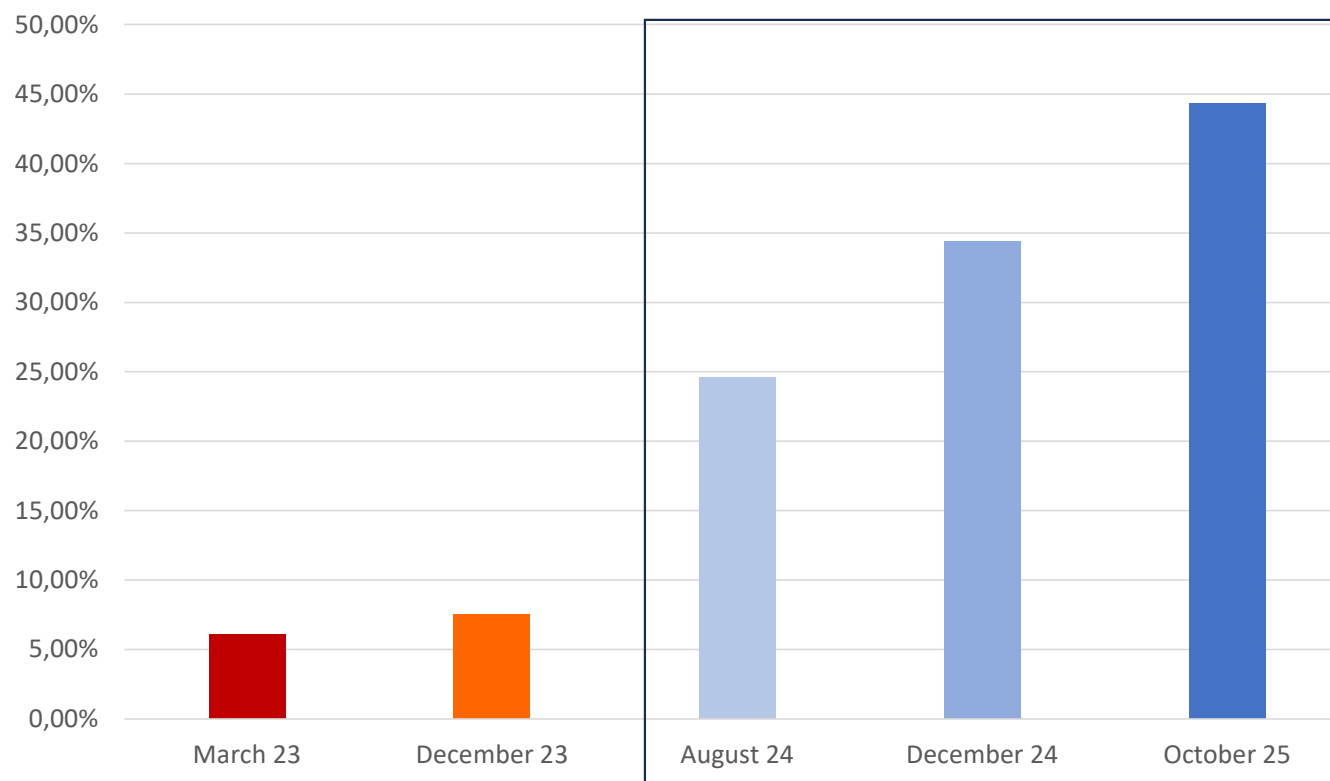
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THE ROAD MAP

- Identify the problems/stoppers for NDC
- Validate the relevance and degree or level of priority of the problems to be solved
- Agree on the ownership of the solution (to solve the problem)
- Schedule developments
- Tests and Pilots
- Implementation
- Training
- Monitor and evaluate the progress.

RESULTS

NDC X adoption rate TMCs



RESULTS

Respondiendo a las necesidades del viajero corporativo y aprovechando las ventajas de personalización de NDC, en Iberia lanzamos 5 tarifas para empresas



Concepto	Atributos	Distribución												
<p>Familias de tarifas que incluyen atributos de flexibilidad y comodidad</p> <ul style="list-style-type: none">Centrada en mejorar la experiencia del viajero de empresaTarifa exclusiva para empresasEl precio de los atributos agregados es inferior al precio unitario a la cartaAplican los descuentos corporativos	<div><div><p>Selección de asiento</p></div><div><p>Fast Track Fast Lane</p></div><div><p>Embarque prioritario</p></div><div><p>Cambios con penalización</p></div><div><p>Reembolso c/penalización</p></div></div>	<div></div> <p>Disponible únicamente a través de NDC</p> <ul style="list-style-type: none">Fácil de reservar y emitirEn cabina turista aplican los Additional Price Points (APP)												
<div><div><h3>Rutas y Cabina</h3><table><tr><th></th><th>ECO</th><th>P.ECO</th><th>BUS</th></tr><tr><td>Doméstico-Medio</td><td>✓</td><td>-</td><td>-</td></tr><tr><td>Largo Radio LATAM (exc. MX y PR)</td><td>-</td><td>✓</td><td>✓</td></tr></table></div></div>				ECO	P.ECO	BUS	Doméstico-Medio	✓	-	-	Largo Radio LATAM (exc. MX y PR)	-	✓	✓
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Doméstico-Medio	✓	-	-											
Largo Radio LATAM (exc. MX y PR)	-	✓	✓											

RESULTS

Compare
air and rail

The screenshot displays the Cytric Amadeus interface for flight selection. The header includes the Cytric logo and navigation links for Expenses and Logout. A progress bar shows the steps: Start, Select flights, Select fare, Complete booking, and Confirmation. The main section is titled 'Select flights' and shows a round trip from Madrid to Barcelona. Below this, there are two options: MAD-BCN (Wed, 16 Apr) and BCN-MAD (Fri, 18 Apr). A 'Sorted by: Default (Lowest fare)' dropdown is visible. The bottom section, titled 'Summary of options for Madrid to Barcelona', provides a comparison of flight options from Iberia, Iryo, and Air Europa, categorized by Cheapest and Fastest. The time difference at destination is noted as 0h 55m.

	Iberia (4 results)	Iryo (15 results)	Air Europa (3 results)
Cheapest	1h 15m • Non-stop Round trip from € 86.67	2h 30m • Non-stop Round trip from € 34.00	1h 25m • Non-stop Round trip from € 219.67
Fastest	1h 15m • Non-stop Round trip from € 86.67	2h 30m • Non-stop Round trip from € 34.00	1h 25m • Non-stop Round trip from € 228.67

Manage your
expenses
from mobile, web and
Microsoft Teams

The screenshot shows the Cytric mobile app interface. It features a navigation bar with 'Expense' and 'Select' options. The main screen displays a list of expenses under the heading 'EXPENSES'. The list includes items like Receipt (23.03 EUR), Booking (123.23 EUR), e-Receipt (223.00 EUR), and Credit card (223.00 EUR). A 'More details' link is at the bottom.

The screenshot displays the Cytric web interface for expense management. It includes a navigation bar with 'Expense', 'Chart', 'Settings', and 'Reports'. The main section is titled 'Your expense dashboard' and shows a list of expenses with columns for 'To do (3)', 'Expense statements to approve (that are)', 'Expense statements to submit', 'Checkable expense statements found', and 'Expense statements not assigned'. A 'Reimbursement summary' section shows a total of 5,081 EUR to submit. The bottom section, 'All receipts and invoices', displays a bar chart of expenses by category.

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RESULTS

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vueling 



CONOCER OTROS LUGARES
TE HACE MÁS SABIO.
HACERLO POR 24'99€,
MÁS LÍSTO.

¿Escaparse a Roma,
París y Berlín?

POSSIBLE by vueling

vueling 

¿BUENO,
BONITO,
BARATO?
VUELING

¿Baleares desde 24'99 €?

POSSIBLE by vueling

vueling 

RUTINA, RUTINA,
RUTINA, RUTINA,
RUTINA, RUTINA,
RUTINA, RUTINA...

¿Roma, Nápoles y Florencia
desde 29'99 €?

POSSIBLE by vueling

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... fragmentation needs to be addressed urgently.

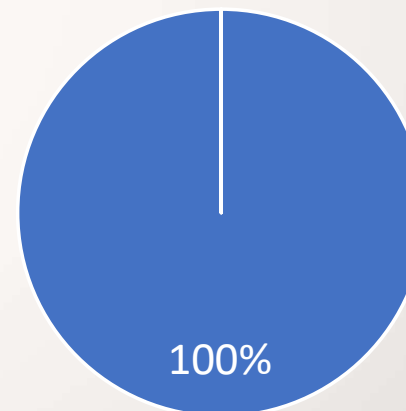
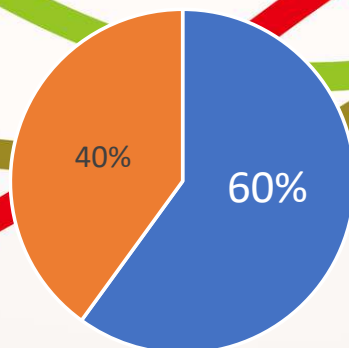
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Suppliers

Corporate buyers



■ Needs to be addressed ■ Doesn't need to be addressed

■ Needs to be addressed ■ Doesn't need to be addressed

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