

BTN Webinar NDC InFocus



07 November 2019



Who we are

Moderator



Caroline Strachan
Managing Partner
Festive Road



Tye Radcliffe
Director of Distribution
United Airlines



Anique Drumright
Vice President of Product
TripActions

Agenda

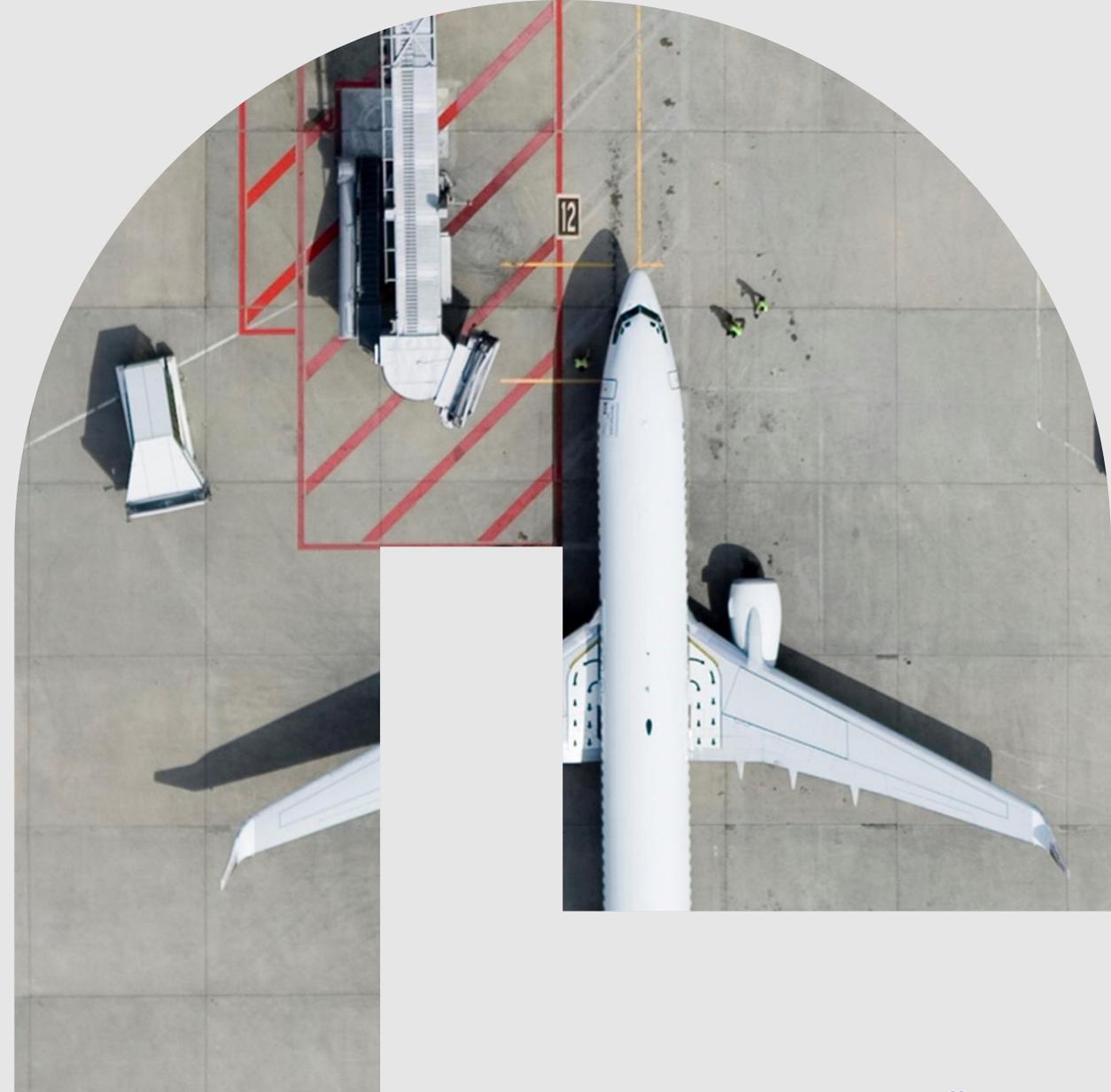
NDC Intro and Benefits

United & TripActions partnership

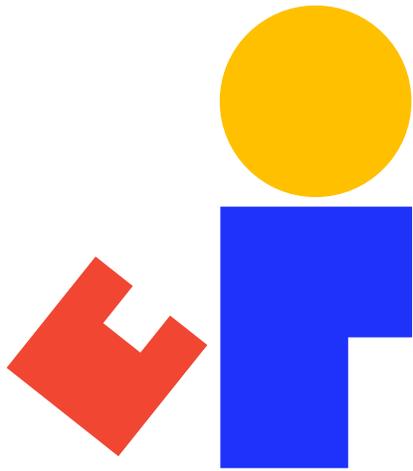
NDC Demo

UNITED 

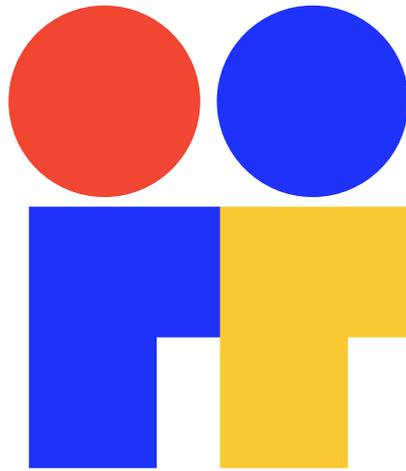
TripActions[®]



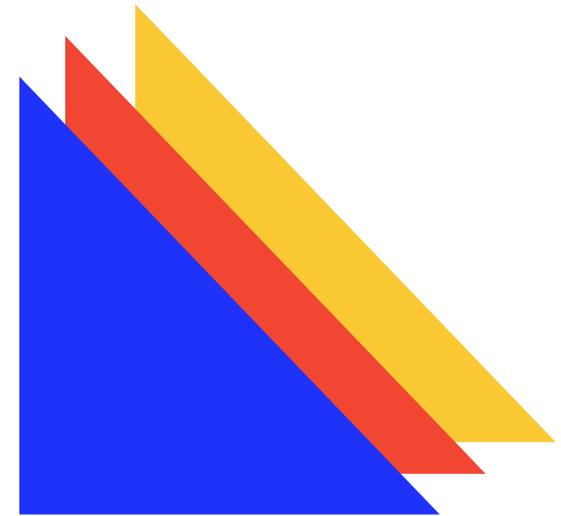
What's the market problem?



Customers



Travel Agents



Airlines



What do Corporates need?

To provide value around 4 Cs

- Improved **Content** (rich content)
- Greater visibility of **Costs** (fare types and ancillaries)
- More **Control** as travelers use the Corporate platforms
- Improved **Customer Experience** through more personalized offers

What do airlines want?

Move to value-based selling

- Differentiation (product description)
- Merchandizing (ancillaries, bundles)
- Personalization (loyalty, preferences)
- Dynamic Offers (continuous pricing)

and

- Innovation & Competition





can help

Why NDC?

To modernize the way air products are retailed to travel agents, corporations and travelers

What is NDC?

A travel industry-supported program for the development and market adoption of a new data transmission standard

Who can benefit from NDC?

- Full service and budget airlines
- Technology providers and travel agents
- Corporates buyers and travelers



United & TripActions

NDC InFocus - Case Study



7 November 2019



TripActions & United NDC Solution



UNITED



TripActions®



✈️ Round Trip

Jan 13
SFO > NYC

Jan 17
NYC > SFO

 Kady Wood

Edit

🇺🇸 \$

271 of 824 Departure Flights

🔍 Flight # Any stops Time **Airlines** ✖️ Airports Price Policy Reset Recommended ▾

UNITED 	 Standard	 Enhanced	 Premium	 Luxury
Median prices by column ⓘ	\$340	\$543	\$1,239	\$2,248
UA 2319  12:15 pm SFO — Nonstop —> EWR San Francisco —> Newark ⌚ 5h 12m 	Economy (K) Round Trip from \$350 2 co-workers booked this flight	Economy Plus Standard (K) Round Trip from \$521	-	Business (Z) Round Trip from \$1,932



With more legroom, elbow room and tray table space, stay ahead of the workday curve with our United Premium Plus seats.

[Compare fares >](#)

Economy Plus Standard (K) Above price policy Non Refundable Changeable for a fee Free checked bag Standard Boarding \$521 USD Select Seatmap >	Economy Plus Priority (K) Above price policy Non Refundable Changeable for a fee Free checked bag Priority Boarding \$575 USD Select Seatmap >	Economy Plus Flexible (R) Above price policy Non Refundable Changeable for a fee Free checked bag \$830 USD Select Seatmap >	Economy Plus Flexible (O) Above price policy Refundable No change fee Free checked bag \$1,926 USD Select Seatmap >
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UA 726 

Economy (G)

Economy Plus Standard (G)

Business (D)



✈️ Round Trip

Jan 13
SFO > NYC

Jan 17
NYC > SFO

 Kady Wood [Edit](#)

 \$ ▾

United UA2319 • Economy Plus Priority (K)

12:15 pm ————— Nonstop —————> **8:27 pm**

SFO San Francisco → EWR Newark

Duration: 5h 12m

[Change](#) [Details ▾](#)

[Seat map ▾](#)

2 co-workers booked this flight

8 Return Flights

UNITED 	 Standard	 Enhanced	 Premium	 Luxury
Median prices by column ⓘ	\$340	\$543	No fares offered	No fares offered
UA 583  3:00 pm EWR Newark → Nonstop → SFO San Francisco 6:18 pm 6h 18m	Economy (K) Round Trip from \$370 Booked by 	Economy Plus Standard (K) Round Trip from \$541	-	-



With more legroom, elbow room and tray table space, stay ahead of the workday curve with our United Premium Plus seats.

Economy Plus Standard (K)
Above price policy

Non Refundable
Changeable for a fee
Free checked bag
Standard Boarding

\$541 USD

Economy Plus Priority (K)
Above price policy

Non Refundable
Changeable for a fee
Free checked bag
Priority Boarding

\$595 USD



Kady Jo Wood Edit traveler info
kwood@tripactions.com

MileagePlus

Select Seats

EWR > LHR
32K + \$125

LHR > ZRH
Autoassigned

ZRH > JFK
Autoassigned

Seat map showing BUSINESS and ECONOMY sections. The BUSINESS section is highlighted in purple and the ECONOMY section is highlighted in green. A 'Next flight' button is visible at the bottom of the map.

United	
1 ticket + tax	\$1,448.15
1 Checked-in Bag	\$100.00
Fees	\$0.00
Seat upgrades (non refundable)	\$125.00
Total	\$1,673.15 USD

Book This Flight

Add Baggage

EWR → LHR 1 Checked-in Bag Remove

Our learnings



- Business travelers want more extensive airline content, ancillaries, and services in their corporate booking solution
- NDC supercharges the power of machine learning-driven personalization
- NDC creates a win-win-win across the business, the traveler, and the airline



Q&A – Type Your Questions in Chat

Moderator



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Thank you

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WEBINAR SERIES

HOW UNITED AIRLINES AND
TRIPACTIONS BRING VALUE TO
CORPORATES THROUGH NDC

11.07.19
1PM EST / 10AM PST

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