

Modern airline retailing: meeting
the expectations of today's
business traveler... and yours!

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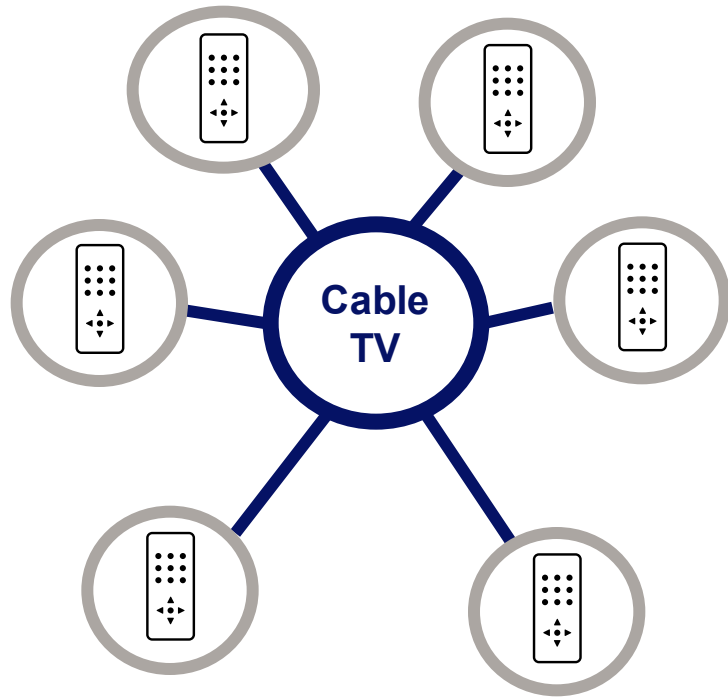
ITM Conference Brighton 24 April 2024



Private & Confidential

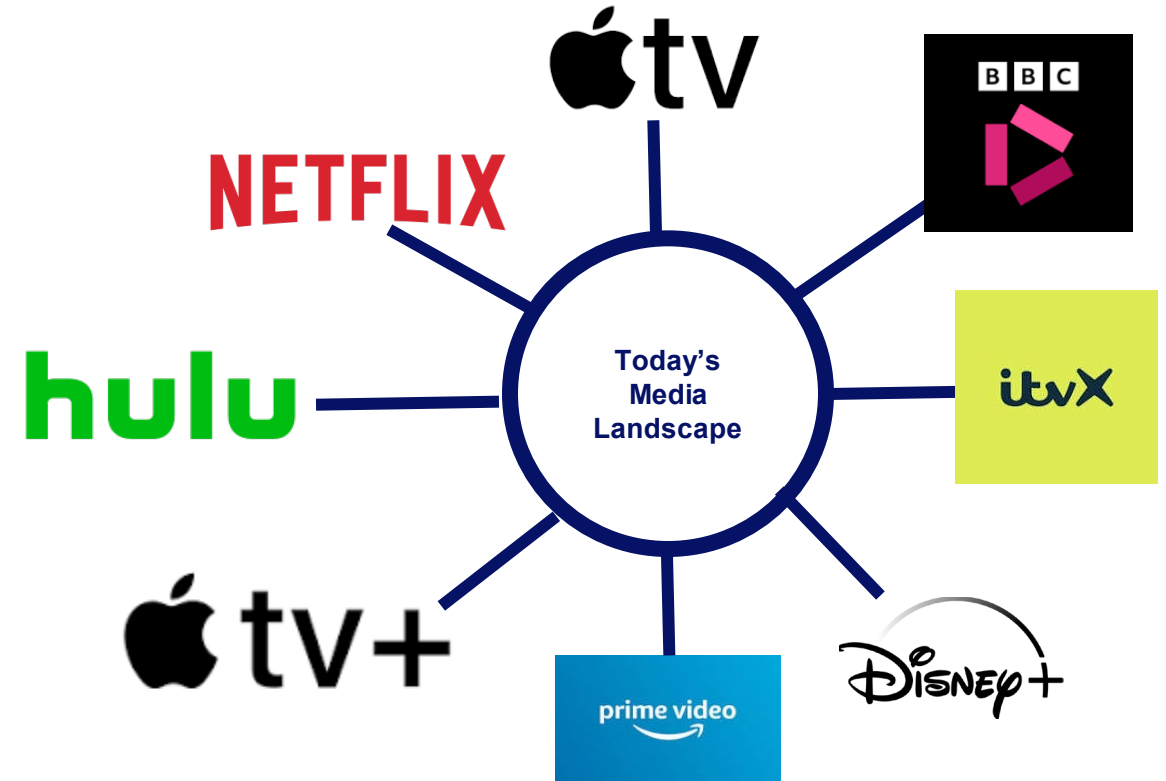
Consider the following...

Television Expectation



A single source of content led by Cable providers

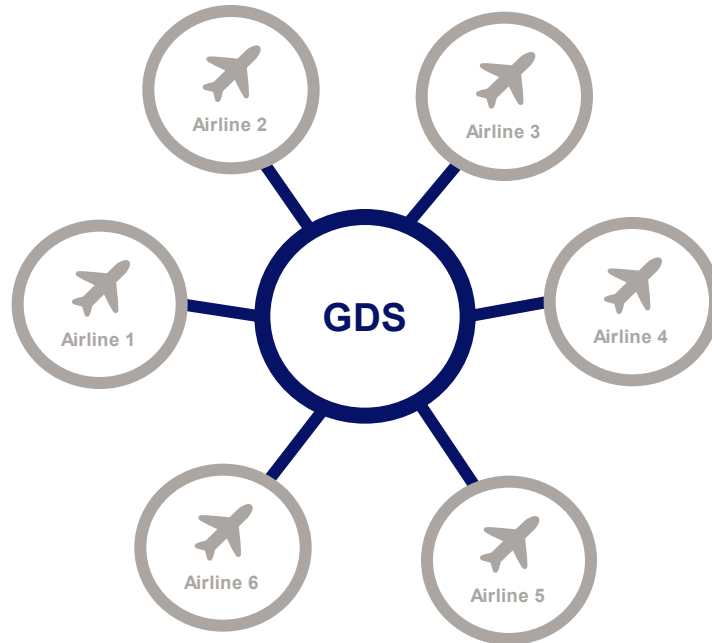
Television Reality



Multi-sourced content & aggregation is the only way to achieve the same results

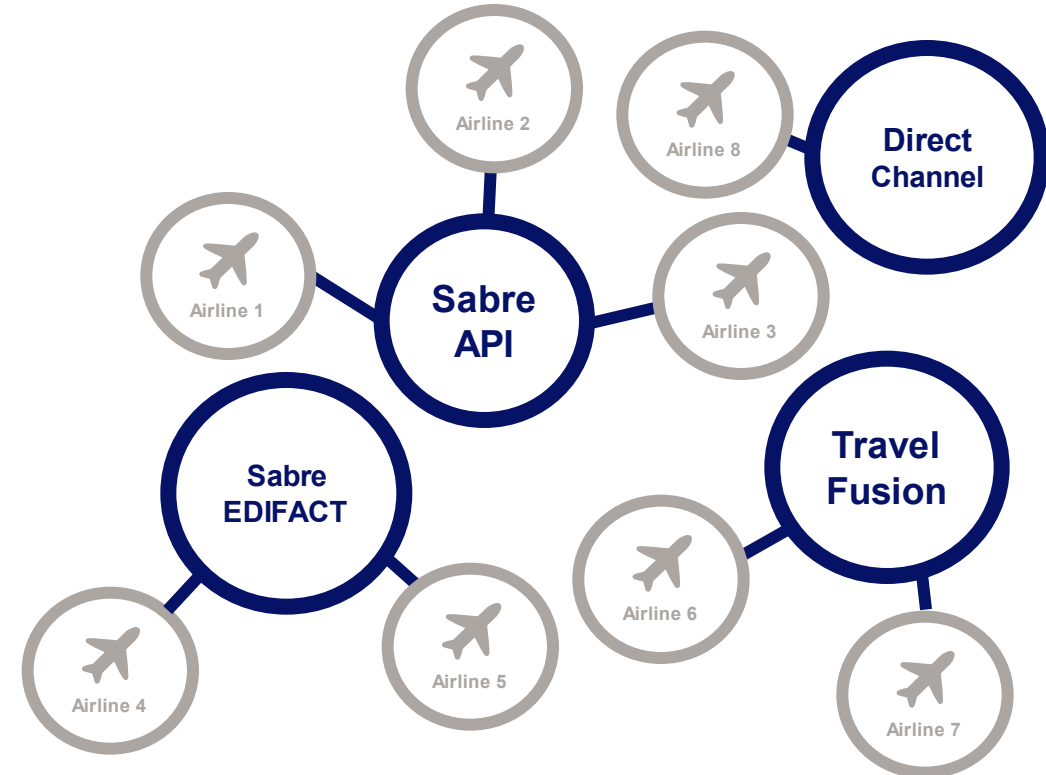
Multi-sourced content solves the challenge

Expectation



A single source of content led by 3 providers (Sabre, Travelport, Amadeus) has been the industry norm since the 1960s.

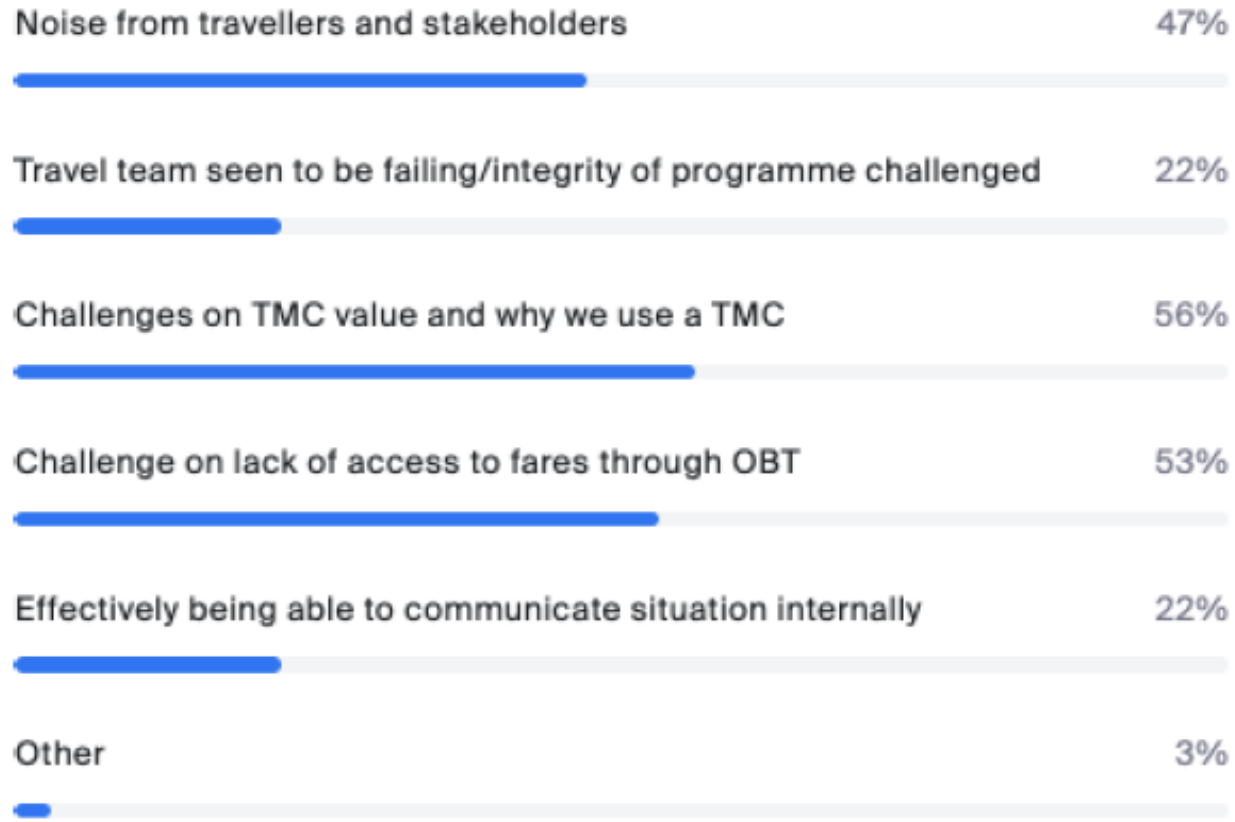
Reality



Multi-sourced content & aggregation is the only way to achieve the same results

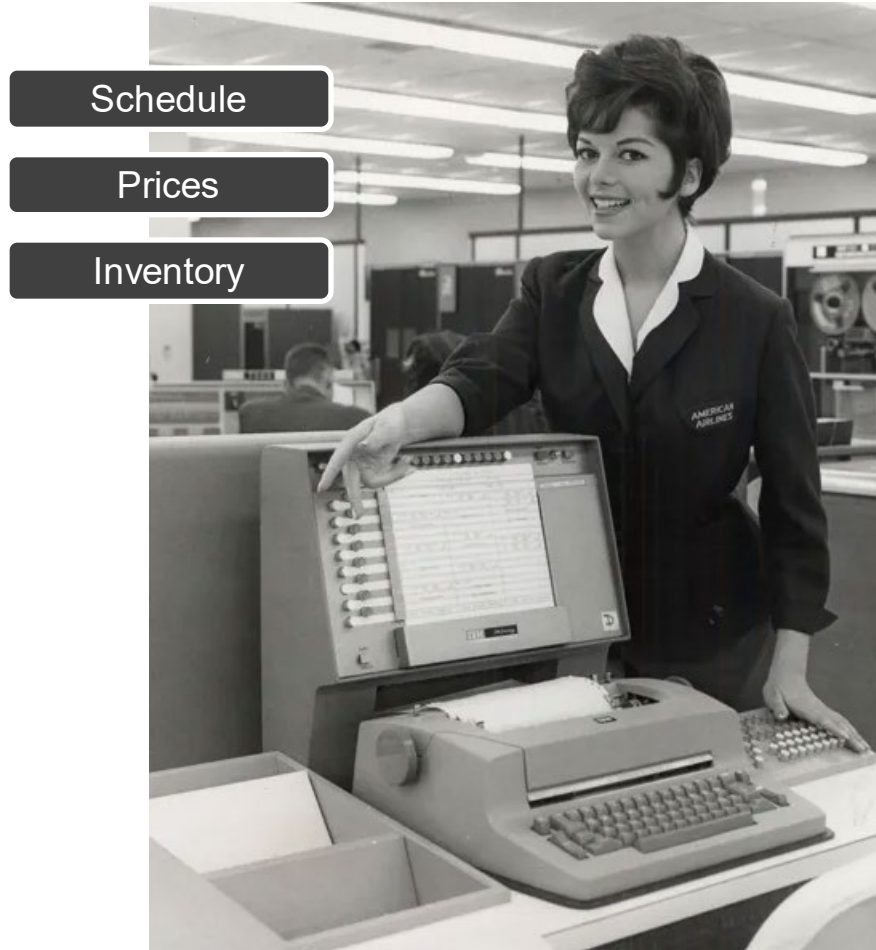
Virtual Buyer Knowledge Exchange

'The greatest challenge our buyers are experiencing with NDC/Distribution today'.

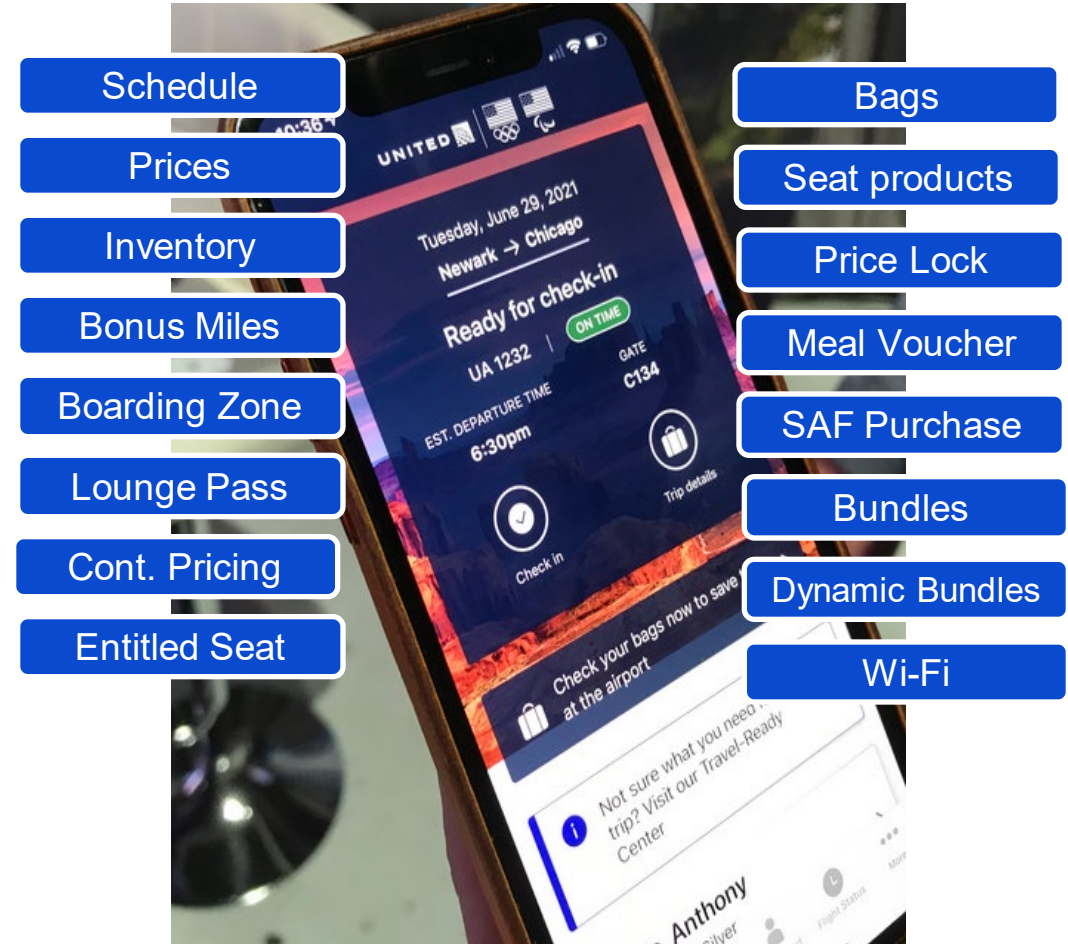


Access to Airline Content: Yesterday vs. Today

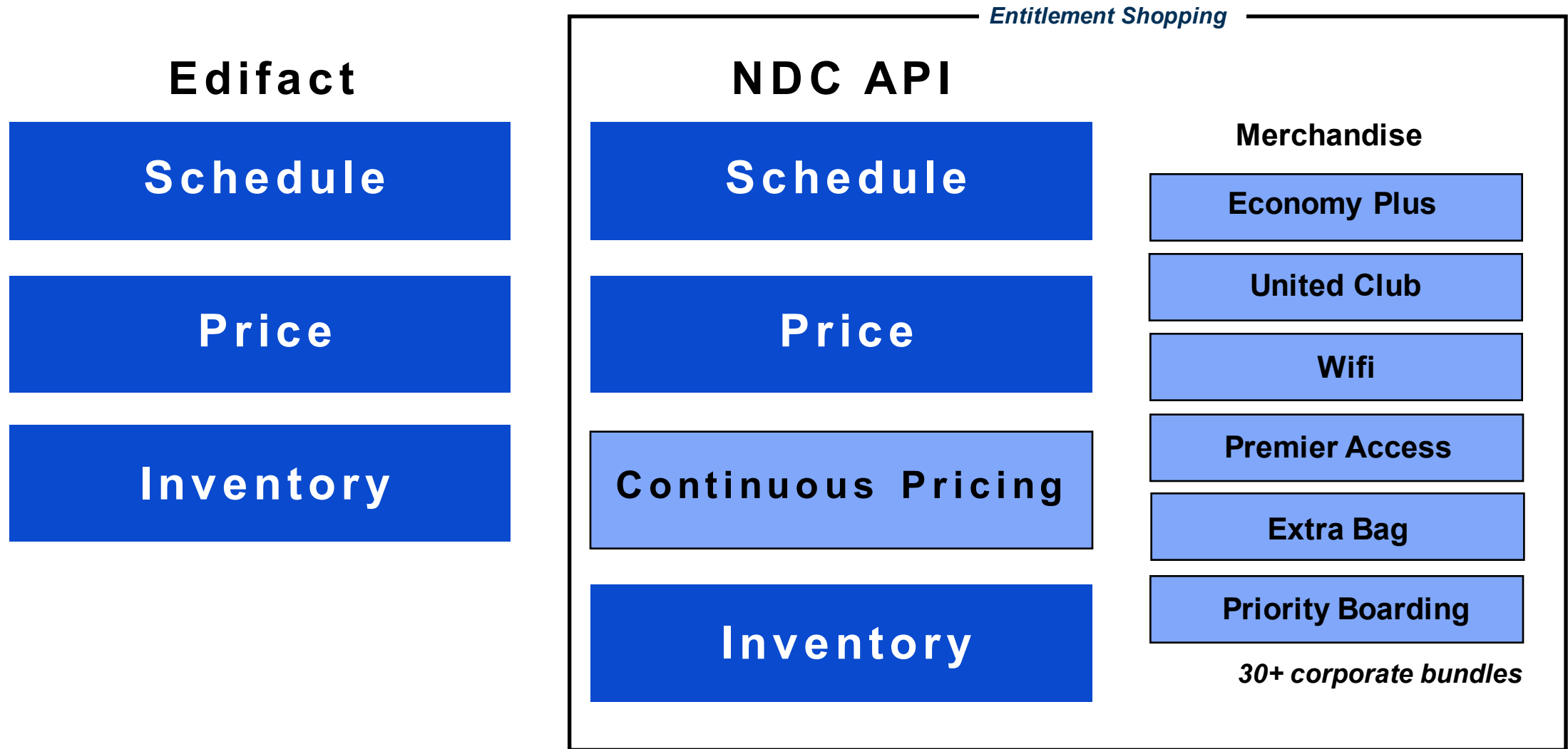
Historic definition



Today's definition



Airline Content varies greatly by source



Many travel technology options are now in production

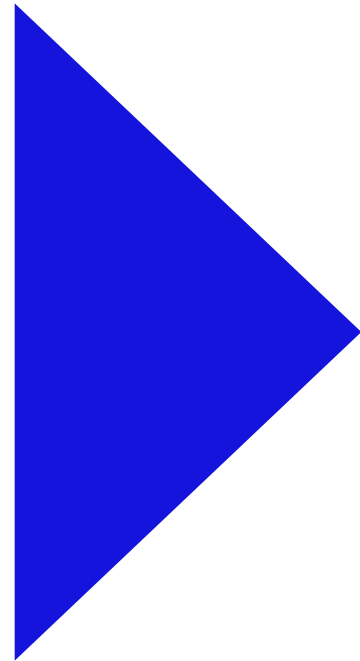
GDS EDIFACT <i>Sabre/Travelport/Amadeus</i>	GDS API <i>Sabre/Travelport/Amadeus</i>	Aggregator API <i>TravelFusion/K4B</i>	Airline Direct <i>United.com/Mobile App</i>
Capabilities <ul style="list-style-type: none">• TMC maintains all existing economics• No disruption to TMC workflows• No disruption to corporate OBT workflow/displays	Capabilities <ul style="list-style-type: none">• Access to continuous pricing• Entitled shop / loyalty recognition• Access seat products/live seat maps• Airline constructs offer• Usable in mainstream OBT's• Less disruption to TMC workflow/serviceability	Capabilities <ul style="list-style-type: none">• Access to continuous pricing• Entitled shop / loyalty recognition• Merchandise & seat products• Airline constructs offer• Advanced features• Continued development• More contracting options	Capabilities <ul style="list-style-type: none">• The most advanced flight shop results• Corporate, leisure & status entitlement• Managed travel capabilities with U4B platform• Unmatched servicing capabilities• Highest level of satisfaction
Considerations <ul style="list-style-type: none">• Limited content• Large network carriers will eventually retire EDIFACT• GDS constructs the offer• Traveler friction/lower fares in other channels	Considerations <ul style="list-style-type: none">• TMC mid/back-office workflow is not desired end state• API quality will lag other industry players• GDS API development must consider many airlines• Change management is difficult	Considerations <ul style="list-style-type: none">• Potential disruption to TMC workflow• TMC economic impact• Some aggregators don't provide service platforms• Change management is difficult	Considerations <ul style="list-style-type: none">• Economic impact to TMC• Omni channel change management process• Lack of cross shop• Traveler communication can be challenging

United channel options allows corporations to bring direct bookings into a managed travel program

10,758

43%

86%

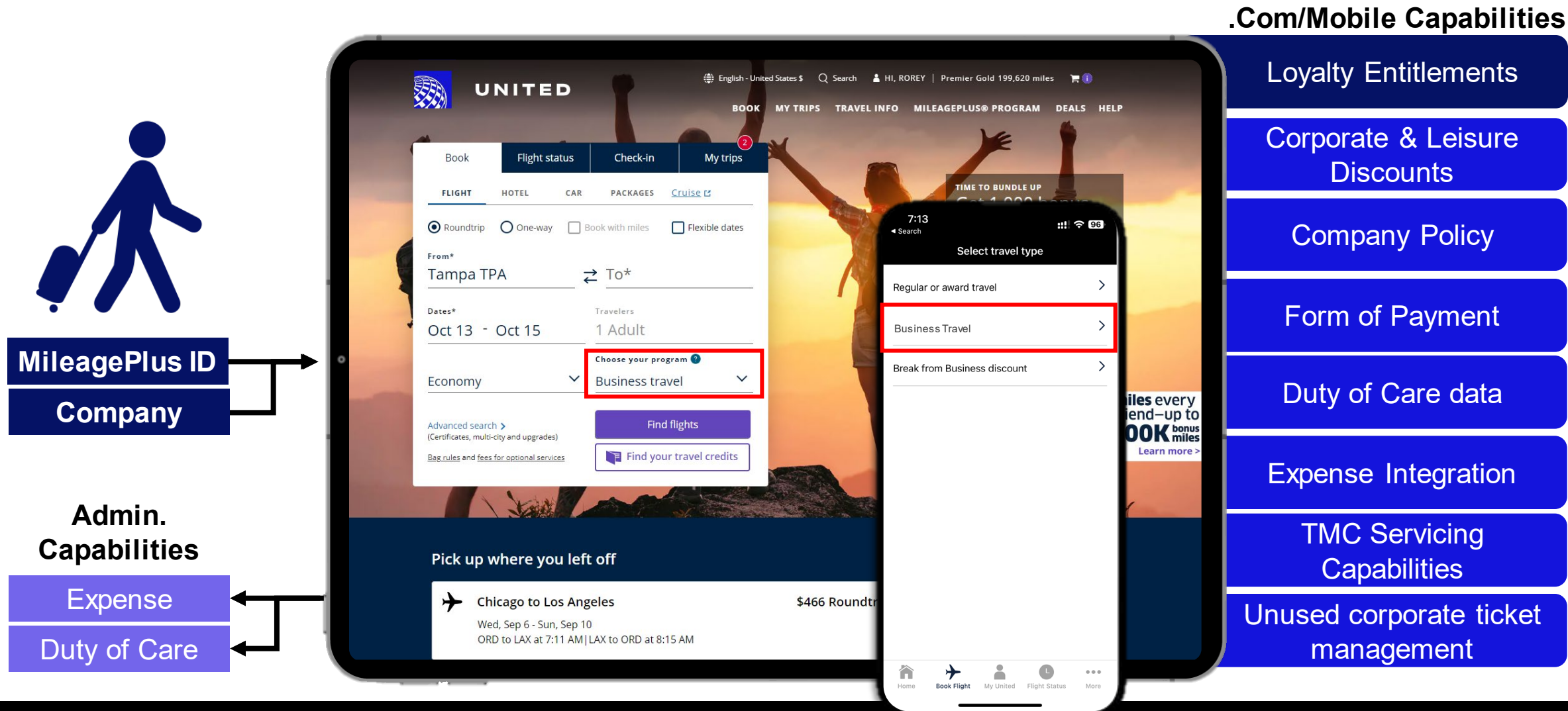


Historically:

- corporate traveler does not receive their discount on the new itinerary
- Duty of care protocols break down
- Agency partners don't receive data for bookings serviced on United channels.

United channel options solves these problems.

United channel options combines traveler loyalty entitlements alongside other corporate benefits



The unconstrained world our industry is moving toward

Traveler Options

Travel Manager Options

Technology Options

Shop



Shop Anywhere

A best-in-class shopping experience aligned with traveler expectations

Book with Entitlement



Book Anywhere

Design the exact experience you desire for your travelers

Ticket / Pay



Pay Anyway

FOP options including Blockchain direct pay technology and split payment options*

*coming soon

Service



Service Anywhere

Service tickets on United.com/Contact Centers, or enabled booking tools

Spotnana, Navan, Amtrav, Kayak-4-Business, Concur/ Travel Fusion, Zeno/ Travel Fusion, United.com/United Mobile App

Traditional FOP's, Direct Payment, Blockchain

Spotnana, Navan, Amtrav, Kayak-4-Business, United.com, Zeno

Next generation NDC

interoperable

[in-ter-**op**-er-uh-buhl, -**op**-ruh-buhl]

adjective

1. capable of being used or operated reciprocally:
Interoperable computer systems