12th Ancillary Merchandising Conference – Edinburgh 2018
Lead Sponsor
Merchandising in Third Party Channels: What’s Possible?

Sarah PANTHOU
Our complex (legacy) distribution landscape

- **Traveler**
  - Individual
  - Corporate
  - Metasearch
  - Self Booking Tool

- **Global Distribution System**
  - Website/app
  - Travel Agent
  - Schedule
  - Fares
  - Inventory

- **Airline**
  - Direct channels
  - Indirect channels
(Old and) current limitations on third party channels
Branded Fares emphasizes distribution challenges

Select the package that suits your travel needs

- **Light**
  - Hand baggage only
  - Change fee EUR 70 + fare difference
  - Refunds are not permitted
  - 450 Flying Blue Miles
  - Show all ticket conditions
  - + 0 EUR

- **Standard**
  - Hand baggage included
  - Check-in baggage included
  - Change fee EUR 70 + fare difference
  - Refunds are not permitted
  - 650 Flying Blue Miles
  - Show all ticket conditions
  - + 50 EUR

- **Flex**
  - Hand baggage included
  - Check-in baggage included
  - Change fee EUR 0 + fare difference
  - Refund if you decide to cancel
  - 1012 Flying Blue Miles
  - SkyPriority benefits on flights operated by KLM or AIR FRANCE
  - Take an earlier or later flight
  - Show all ticket conditions
  - + 139 EUR

Not always displayed

Not always supported by SBT

Naturally, Flying Blue privileges still apply.

Continue
Merchandising tips are more difficult to implement on indirect channels.

HAVE YOU THOUGHT ABOUT TRAVEL INSURANCE FOR YOUR TRIP?
For peace of mind during your trip, we recommend that you purchase travel insurance for you and your family. Insure your trip now, as this insurance option may not be available after booking.

<table>
<thead>
<tr>
<th>Packages</th>
<th>Cancellation / Missed Flight</th>
<th>Most popular</th>
<th>No insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancellation: Refund of cancellation or change fees for your flights and any paid options.</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td></td>
</tr>
<tr>
<td>Missed flight: In case of an unforeseen event, we cover a new ticket.</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td></td>
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<tr>
<td>Medical coverage: Coverage for medical expenses abroad and repatriation.</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
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<tr>
<td>Baggage coverage: Compensation in case of loss, theft or damage.</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
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</tr>
</tbody>
</table>

Price for all passengers:
- 44 € SELECT
- 59 € SELECT

No. I don't want to protect my [TRIP COST] € trip.

I will pay for all additional travel expenses.

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Technical maturity enables (at last) new digital capabilities

1. Offer management system
2. Rich content
3. Customer knowledge
4. Mobile devices
5. Inflight connectivity
6. Seamless payment
New Distribution Capabilities: the promising enabler

- **Individual Traveler**
  - Metasearch
- **Corporate Traveler**
  - Self Booking Tool

**Aggregator / GDS**

**Airline**

**Agent booking tool**

1. **direct access**
2. **direct connect**

**Legacy NDC**

**offer management**
Thank You!