



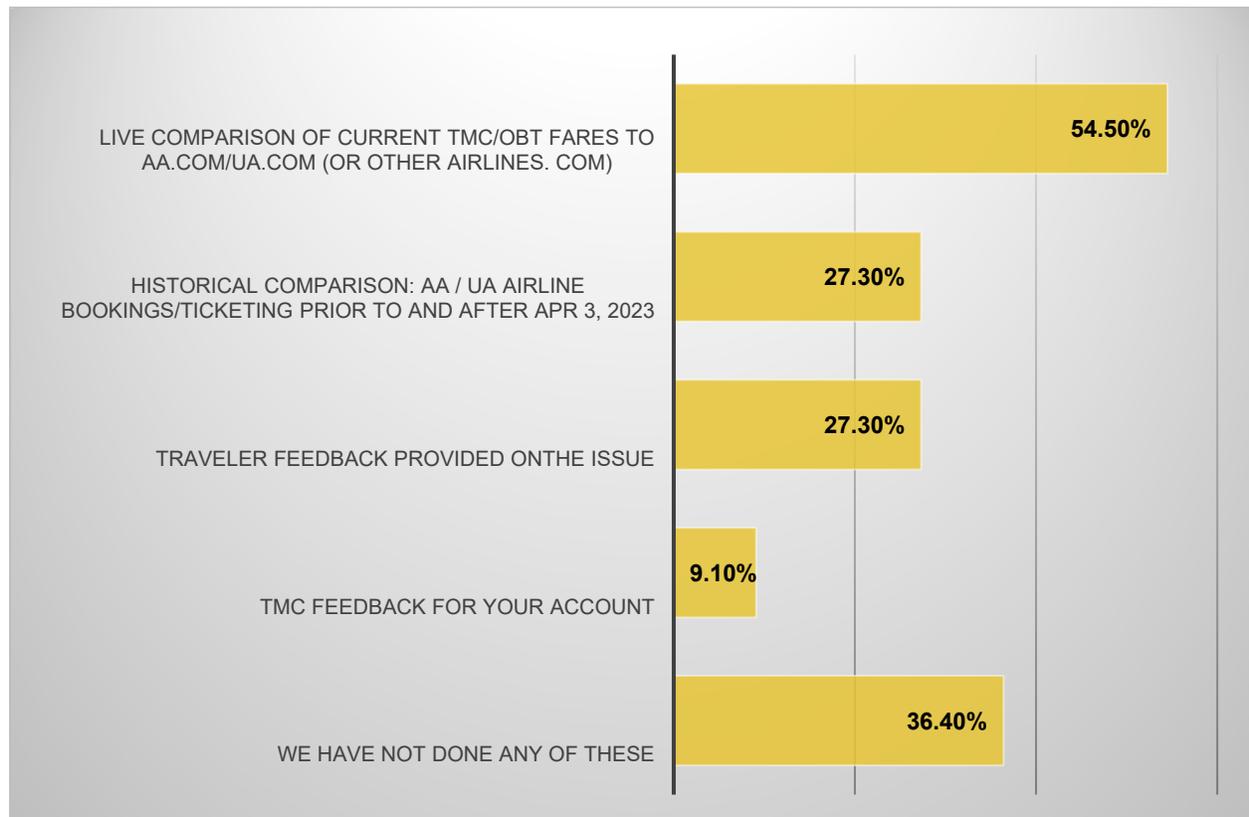
Leadership Exchange

April 2023

Leadership Exchange NDC Impact Poll Results

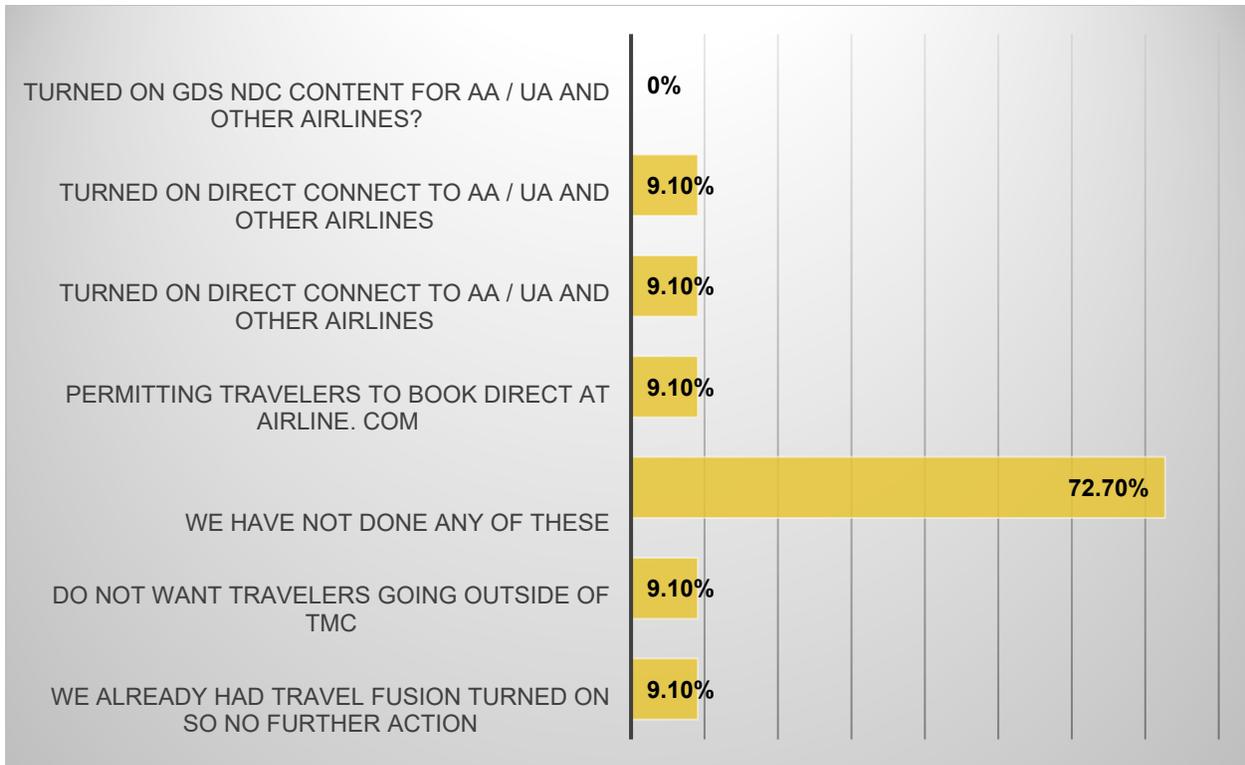
11 out of 25 Exchange members replied to the following poll questions, resulting in a 44 percent response rate.

Which of the following have you measured to understand the impact to your program? Select all that apply and if other please describe.



What changes have you made to your channel options? Select all that apply and if other please describe.





What you Need to Know

American Airlines' new distribution strategy has left many buyers with a wait and see approach. Some buyers may not have enough spend on AA to be concerned about the issue which may explain why a slim majority are not anxious about gathering data to better understand the impact. For those that do want to better understand the impact, the preferred method is a live side-by-side comparison of edifact fares versus NDC fares. GoldSpring endorses this as the best approach. In terms of a response we are obviously in early days and most buyers are keeping their powder dry and not making any immediate changes to their distribution and booking channels. We will keep a watching brief as this evolves.

