



Leadership Exchange

April 2023

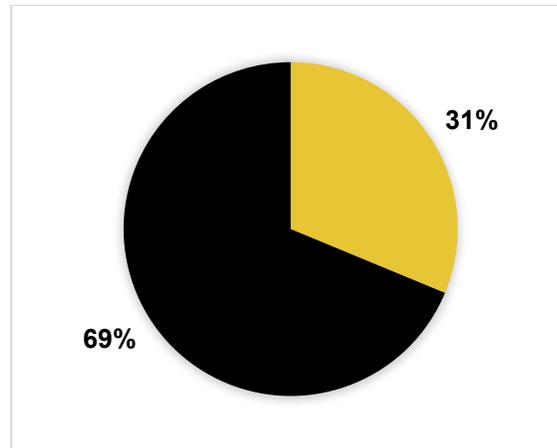
Leadership Exchange American Airlines Poll Results

16 out of 25 Exchange members replied to the following poll questions, resulting in a 64 percent response rate.

Are you working with your TMC to enable AA bookings outside the GDS?

 YES

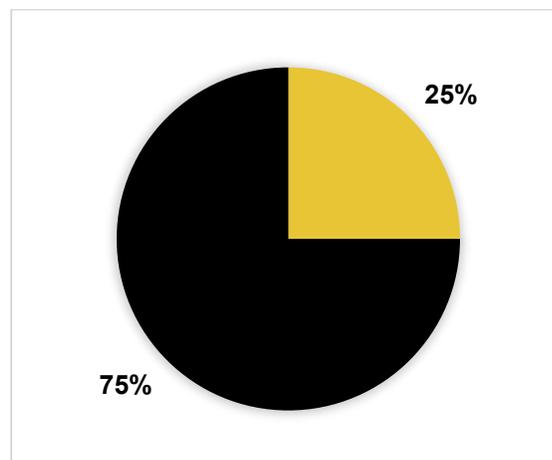
 NO



Has your TMC proposed additional fees to enable these AA bookings outside the GDS?

 YES

 NO

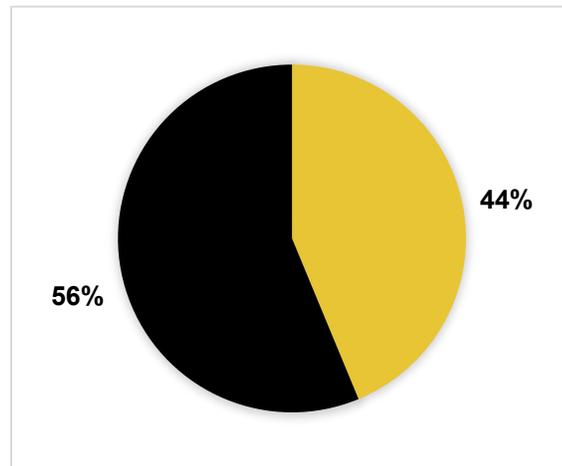


Are you working to reduce your current AA spend due to these AA-initiated changes?



■ YES

■ NO



What you Need to Know

American Airlines' recent move to provide different content to different channels and rationalize corporate discounts has provoked a mixed reaction amongst buyers. Our survey found that one in three buyers are working with their TMCs to evaluate how to acquire the content that may go missing from their current channels with an associate cost. Almost half the buyers are also exploring how to move share away from American and onto carriers with more lucrative terms.

