



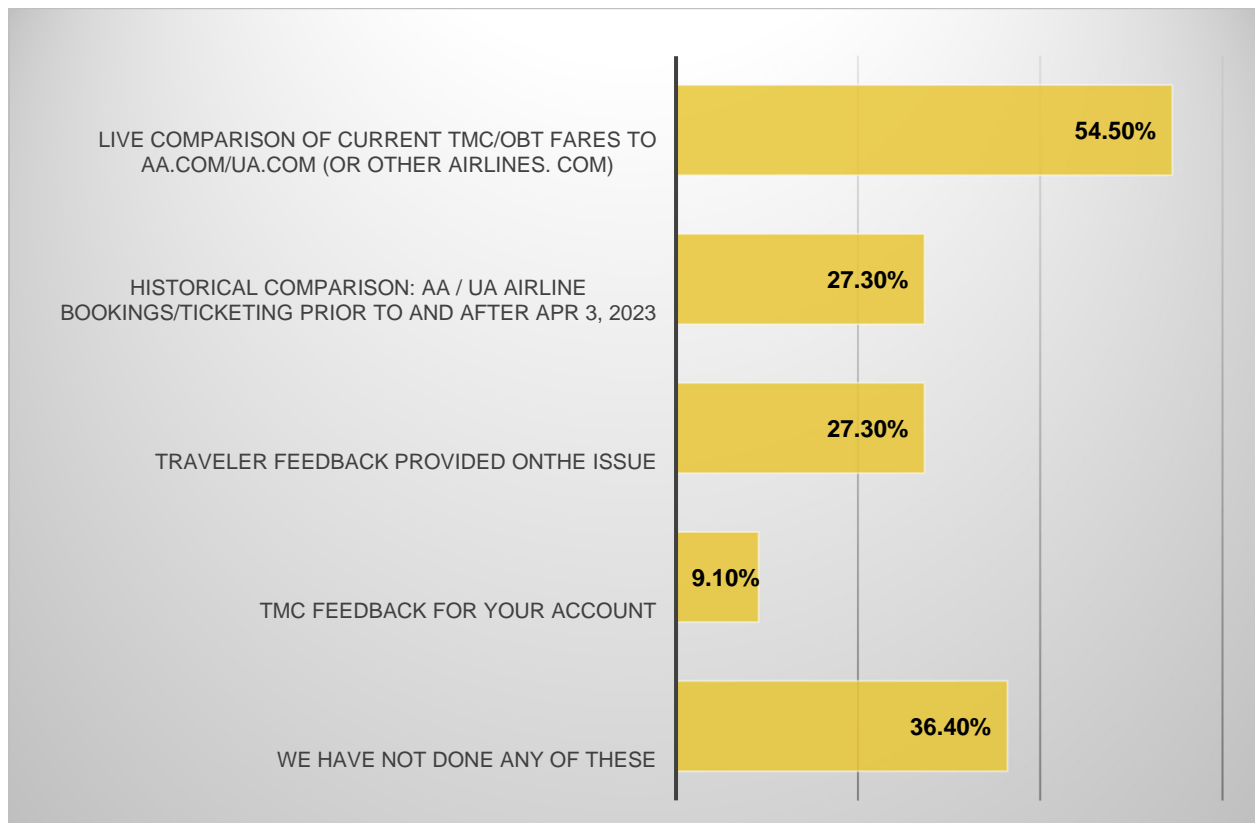
# Leadership Exchange

April 2023

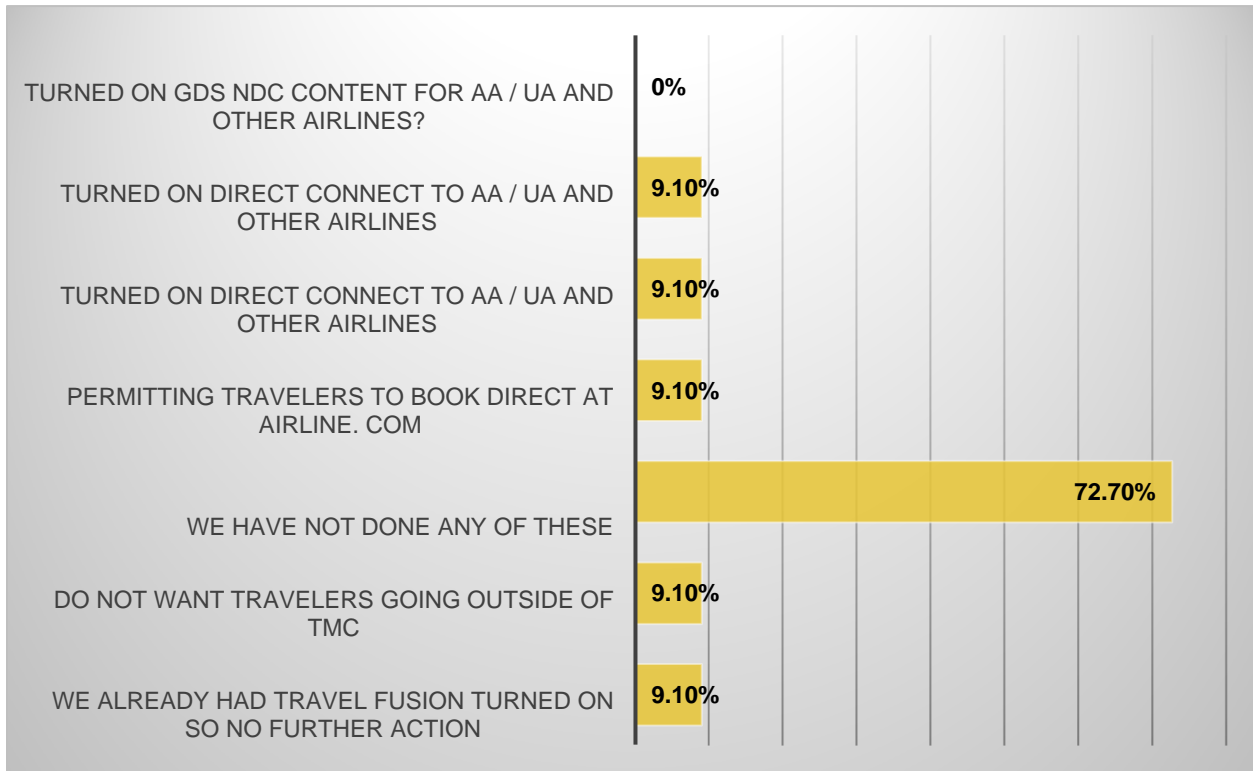
## Leadership Exchange Travel & Meetings Poll Results

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.

