

# Modern Retailing with American Airlines

2023

American Airlines 



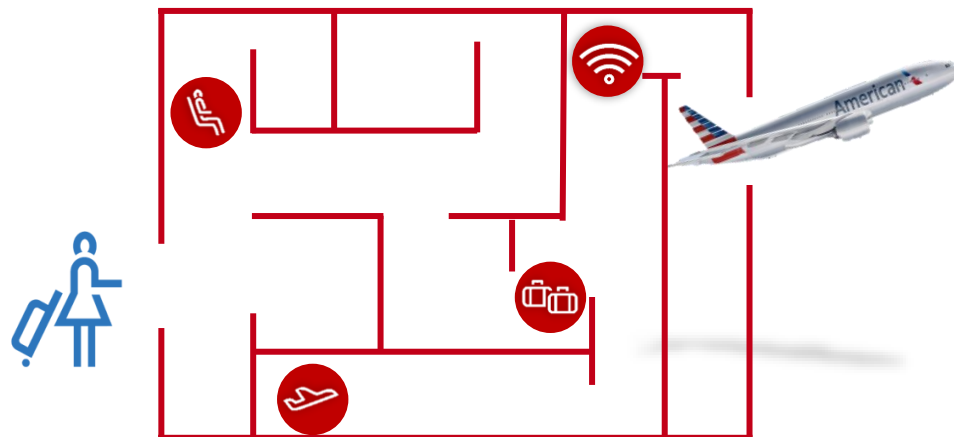
Privileged & Confidential

# American's Retailing Strategy

The core of American's retailing strategy is to deliver modern retailing experiences to travel retailers and corporate customers.

New Distribution Capability (NDC) technology has helped modernize shopping and booking experiences and enables us to offer our best content.

## Today's customer experience via legacy technology (EDIFACT) channels



Customers today purchase different products across multiple channels including via aa.com, airport kiosks, Admirals Club®, inflight, etc.

## Modern retailing channels deliver simplified shopping experiences to access our content in one place





# Becoming a world-class retailer

Inspiring the future of airline retailing through modern and tailored experiences

# Leading the industry with our GDS Partners

American has signed new industry-leading, long-term agreements with the three major Global Distribution Systems – **Amadeus**, **Sabre** and **Travelport**.

This milestone allows us to...



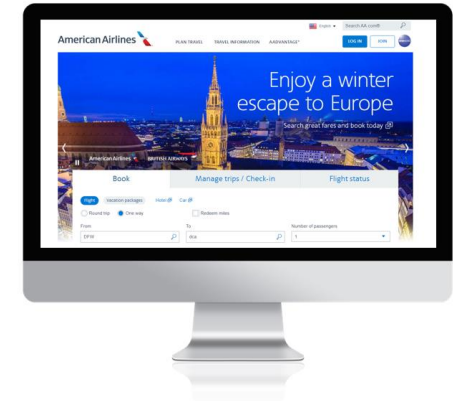
Offer **enhancements** in the NDC environment to **provide workflow efficiencies** to agents.



Deliver **simplified servicing functionalities** through NDC connections with confidence.



Innovate and develop **NDC-enabled content** that **customers value most**.



**Grow content offerings** within our modern retailing channels.

# Our GDS partners

Closely collaborating on NDC integrations

## GDS Partners



**amadeus**

<https://amadeus.com/en/topic/ndc-new-distribution-capability>

 **TRAVELPORT**

<https://support.travelport.com/webhelp/NDCPlugin/Content/NDCbyCountry.htm>

**中国航信  
TravelSky**

<https://www.travelskyir.com/html/index.php>

**Sabre**

<https://www.sabre.com/insights/ndc/>

# The next step in our transformative journey to modern retailing

Starting in April 2023...

- ✓ **Customers will retain access** to all available third-party public channel content when shopping via modern retailing channels.
- ✓ **A significant amount of existing content** will become exclusively accessible to travel retailers and Online Booking Tools (OBT's) in modern retailing channels powered by NDC technology – **this content will no longer be available via third-party legacy technology (EDIFACT) channels.**
- ✓ **We estimate that over 40% of fares available today** via third-party legacy technology channels **will become exclusively available via modern retailing channels.**



# Modern retailing experiences and benefits for all

- ✓ Access to all of American's available third-party public channel content
- ✓ Improved shopping and booking experiences
- ✓ Rich content merchandizing
- ✓ Centralized access to American's comprehensive seat map and other ancillary products
- ✓ Enhanced functionality and servicing features
- ✓ Corporate discounts on Standard and Enhanced offers for eligible customers

# Content categories coming in April 2023




















Content category	Third-party legacy technology (EDIFACT)	Third-party modern retailing (NDC-enabled)	American-owned
<b>Standard</b> <ul style="list-style-type: none"> <li>• Everyday Main and Premium cabin fares (e.g., may not be our lowest fares)</li> <li>• Eligible for corporate discounts</li> </ul>	✓	✓	✓
<b>Value</b> <ul style="list-style-type: none"> <li>• Lowest fares available to third parties (e.g., fares with restrictions; Basic Economy, etc.)</li> <li>• Not eligible for further discounts (already considered discounted)</li> </ul>		✓	✓
<b>Enhanced</b> <ul style="list-style-type: none"> <li>• Offers (e.g., Main Select, Main Select, Flagship® Business Plus™, etc.) – eligible for corporate discounts. The Main Select offer may be less expensive than the Standard content category Main Cabin fare in third-party legacy technology channels.</li> <li>• Ancillaries (e.g., bags, seats, etc.) – not eligible for corporate discounts</li> </ul>		✓	✓
<b>Special offers via American-owned channels</b> <ul style="list-style-type: none"> <li>• Web sales, limited time offers and AAdvantage® member exclusive offers</li> <li>• Historically these special offers have comprised a small percentage of bookings made through third parties</li> </ul>			✓

We estimate that **over 40% of fares available today** via third-party legacy technology channels will become exclusively available **via modern retailing channels**.



# American Airlines Retailing: Enhanced content

We continue to develop and grow our diverse suite of products and services. Starting in April 2023, our Enhanced content will become exclusively available via modern retailing channels.

ANCILLARIES	OFFERS
<p><b>FLIGHT ESSENTIALS</b></p>  +  <p>Paid seats    Upgrades</p>	<p><b>MAIN PLUS</b></p>  +  +  <p>Main Cabin Extra or Preferred seats    Free additional checked bag    Preferred boarding</p>
<p><b>FLEXIBILITY</b></p>   <p>Same-day flight changes &amp; standby</p>	<p><b>MAIN SELECT</b></p>  +  +  +  <p>Main Cabin Extra or Preferred seats    Priority privileges    Fully refundable fares    Confirmed same-day flight changes</p>
<p><b>CONVENIENCES</b></p>  <p>Pre-ordered meals</p>	<p><b>FLAGSHIP® BUSINESS PLUS™</b></p>  +  +  +  <p>Flagship® First Dining    Flagship® First Check-In    Group 1 boarding    Free third checked bag</p>
<p><b>CARBON OFFSETS</b></p>  <p>Carbon offsets via Cool Effect</p>	<p><b>CORPORATE EXPERIENCE BENEFITS <sup>1</sup></b></p>  +  <p>Preferred seats    Priority privileges</p>

<sup>1</sup> Applicable for eligible business travelers.

# Content tailored for you

A travel experience that meets your needs

Benefits	Main Cabin	Main Plus	Main Select*
		<i>Exclusively available via modern retailing channels</i>	
Fully refundable fares	Flight credit	Flight credit	✓
Confirmed same-day flight changes	\$	\$	✓
Same-day standby	✓	✓	✓
Free checked bags	1 (long-haul only)	1 (short-haul) 2 (long-haul)	1 (long-haul only)**
Main Cabin Extra or Preferred seats	\$	✓	✓
Boarding group	Main Groups 6-8	Preferred Group 5	Priority Group 4
Additional Priority privileges (incl. Priority check-in and security)	\$	\$	✓

Information above is reflective of AAdvantage® loyalty members with Regular status. Benefits are subject to change based on traveler's AAdvantage® loyalty status.

\*Available on flights operated by American in select business markets.

\*\*Main Select follows the Main Cabin baggage policy.

# Main Plus

## Soar to new heights with exclusive benefits

- Main Plus is exclusively available for purchase via modern retailing channels
- Main Plus customers enjoy benefits including:
  - Main Cabin Extra or Preferred seats
  - Free additional checked bag
  - Preferred boarding
- Main Plus Details:
  - Fare Brand: YMP
  - ATPCO Brand Code: MAINPL
  - Booking Code: In respective inventory





# Main Select

## Valuable benefits to elevate business travel

- Main Select is exclusively available for purchase via modern retailing channels.
- Main Select customers enjoy benefits including:
  - Main Cabin Extra or Preferred seats
  - Priority privileges (including Priority check-in, security and boarding)
  - Fully refundable fares
  - Confirmed same-day flight changes
- At this time, Main Select is only available on flights operated by American in select business markets:
  - DCA – BOS/LGA
  - ORD – DFW/LGA
  - JFK – LAX
- Main Select details:
  - Fare Brand: YMS
  - ATPCO Brand Code: MAINSL
  - Booking Code: In respective inventory



# Flagship<sup>®</sup> Business Plus<sup>™</sup>

A premium travel experience for long-haul flights

Starting in April 2023, Flagship<sup>®</sup> Business Plus<sup>™</sup> will become exclusively available via modern retailing channels.

- Flagship<sup>®</sup> Business Plus<sup>™</sup> customers enjoy benefits including:
  - Flagship<sup>®</sup> First Check-In
  - Flagship<sup>®</sup> First Dining
  - Group 1 boarding
  - Free third checked bag
- Flagship<sup>®</sup> Business Plus<sup>™</sup> will only be offered on:
  - Boeing 777-200
  - Boeing 787-8, 787-9
- Flagship<sup>®</sup> Business Plus<sup>™</sup> details:
  - Fare Brand: JFP
  - ATPCO Brand Code: FBUSPL
  - Booking Code: In Business class inventory

# Presenting more tailored content

Receive relevant shopping results tailored to AAdvantage® membership benefits





## Automating manual processes for Travel Sellers: Coming soon

Upfront commissions are automatically calculated in shopping responses for eligible Travel Sellers

# Providing advanced servicing capabilities via NDC

## Common examples of post-ticket servicing use cases supported:

- ✓ Ability to cancel, void and refund an Order (PNR)
- ✓ Involuntary and voluntary exchange
  - ✓ Even exchange, exchange with residual, exchange with additional collection
- ✓ Apply schedule change waiver
- ✓ PNR queues and SSRs supported
- ✓ Ability to divide an Order (PNR)
- ✓ Add paid seats (pre or post document issuance)





# Where to go from here

Your agency **must be connected** to American's NDC to access American's Enhanced content by April 2023.

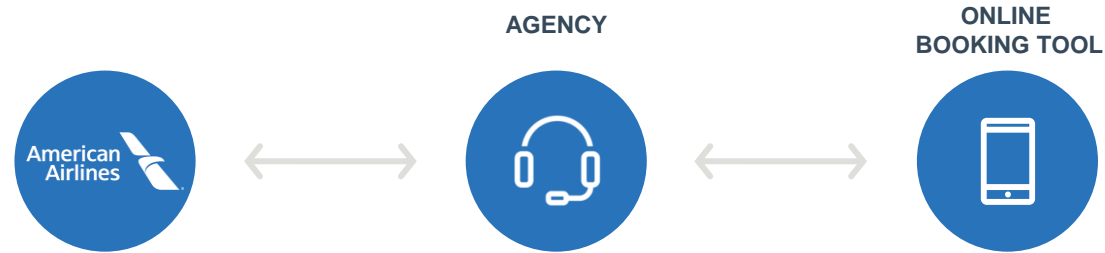
## Next steps for agencies:

- ✓ If you plan to connect via a GDS, **reach out to your GDS counterpart(s) to discuss their plans & timelines** for connecting to American's NDC technology.
  - ✓ If you use Amadeus, Travelport or TravelSky, get connected to American's NDC-enabled content today.
  - ✓ If you use Sabre, sign up to engage in a pilot to test and prepare for general launch of American's NDC-enabled content starting in April 2023.



# Agency connection options

## Travel Agency Direct Connect<sup>1</sup>



## GDS/NDC Aggregator<sup>1 2</sup>



<sup>1</sup> Agencies are required to be an Airline Reporting Corporation (ARC) / International Air Transport Association (IATA) accredited agency for ticketing.

<sup>2</sup> Visit [NDC.aa.com](https://www.aa.com) to view [American's approved technology partners](#).

We're excited for the future as these new agreements, together with modern retailing technology, position American as the world's best airline for our customers.



Thank you

American Airlines  
You are why we fly™

