

# HOW IS NDC IMPACTING THE TRAVELER EXPERIENCE?





**“CONSUMERS  
DON'T WANT MORE CHOICE,  
BUT MORE CONFIDENCE IN  
THE CHOICES PRESENTED.  
CHOICE IS A TAX ON TIME  
AND ATTENTION**

**Scott Galloway**

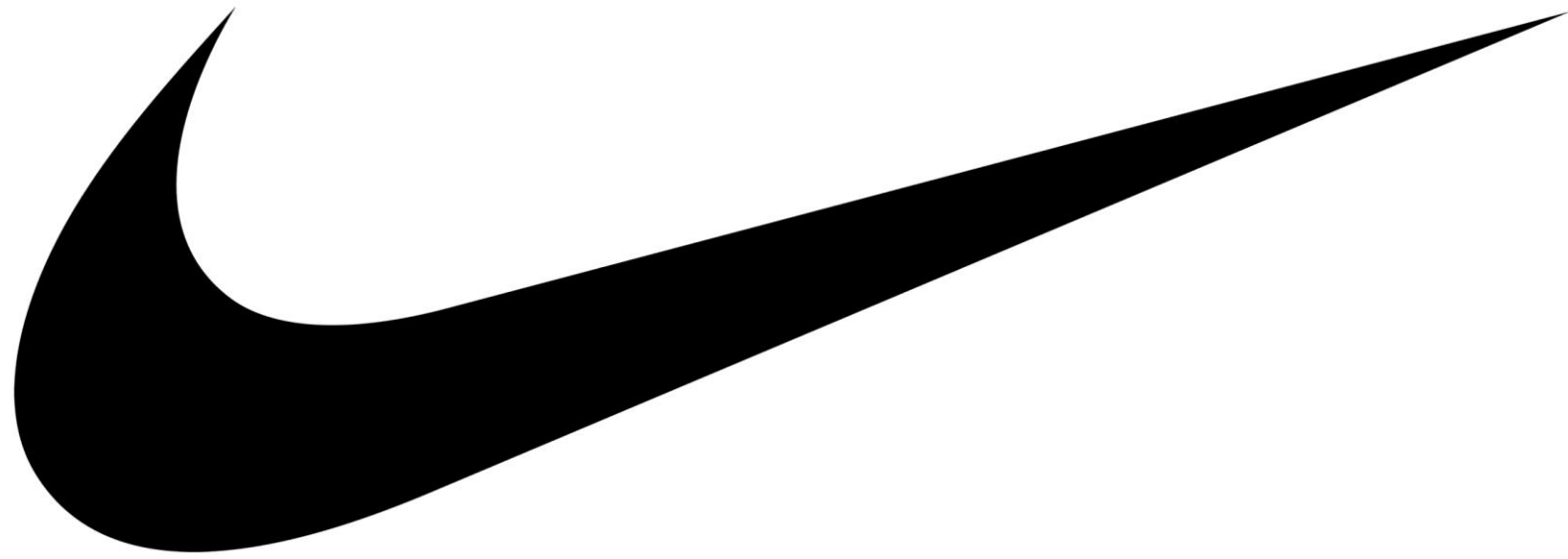


1900%

**INCREASE IN TRAVEL PRODUCTS**



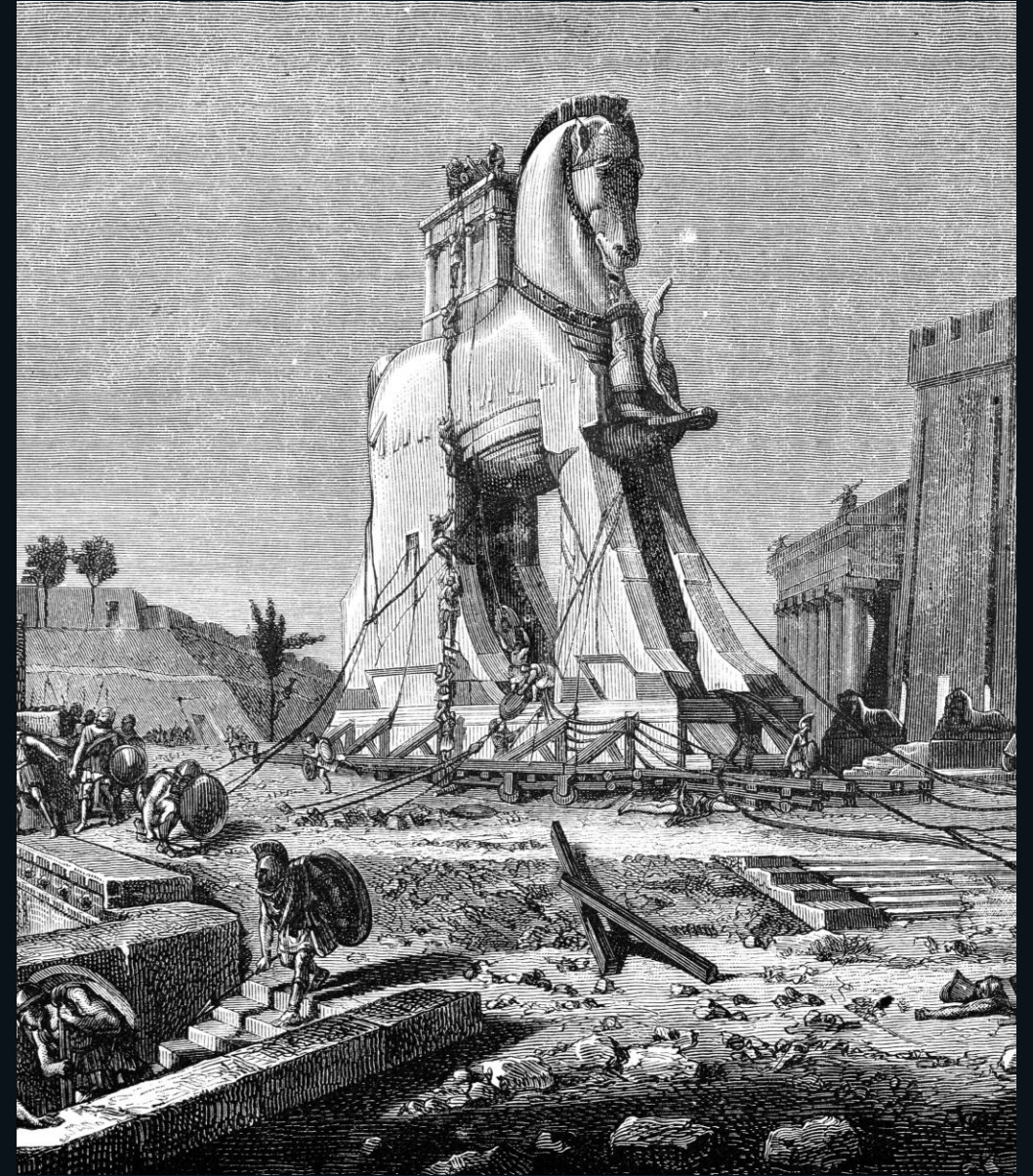




**JUST DON'T DO IT**



# IS NDC A TROJAN HORSE FOR DTC?










**58%** OF CONSUMERS ARE  
OVERWHELMED BY CHOICE



# BRING EVERYTHING TOGETHER IN ONE PLACE

Select flight 1 of 2 Showing full journey prices including tax

[Go back to all options](#) Empty Basket

Comparing 5 options	 Main Cabin	 Economy	 Premium	 Main Cabin	 Main Cabin
All prices are round trip including taxes and fees. Attributes shown may not be available on connecting flights.	\$777.07	\$779.05	\$1,895.77	\$813.79	\$777.07
Carrier	American AA 106	British BA 0178	Virgin VH 6654	Delta DL 5996	American AA 9987
Operated by	American Airlines	British Airways	Virgin Atlantic	Virgin Atlantic	Virgin Atlantic
Aircraft	Boeing 777-300	Airbus 321	Boeing 767	Boeing 777-300	Boeing 767
Departure/Arrival	JFK 5:49pm - LHR 6:10am+1	JFK 12:45pm - LHR 6:30am+1	JFK 8:00am - LHR 8:05pm	JFK 5:00pm - LHR 6:20am+1	JFK 5:00pm - LHR 6:20am
Duration/Stops	7h 20m (non-stop)	12h 45m (1 stop)	7h 05m (non-stop)	8h 15m (non-stop)	8h 15m (non-stop)
Fare type	Public	Private	Private	Public	Public
Content source	Traditional	Traditional	NDC	NDC	NDC
Emissions	90kg (10% lower CO <sub>2</sub> )	95kg (5% lower CO <sub>2</sub> )	93kg (7% lower CO <sub>2</sub> )	94kg (6% lower CO <sub>2</sub> )	102kg (typical)
Carry-on bag	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Checked bag	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Refundable	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered
Changeable	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included









4+ hours shopping around

**71%** STILL UNSURE  
THEY'VE GOT THE  
BEST DEAL

# AI POWERED SEARCH TOOLS






LHR - JFK 14 Jun    JFK - LHR 23 Jun

7 flight options ⓘ    Filter    Sort by: Price I...

 <b>Qantas</b> 13:35 → 14:50 8h15m JFK LHR QF7569 +1 -10% CO <sub>2</sub>	€477.00	€1,019.00	Main Cabin Premium Economy <b>Select</b> Compare	<b>Select</b> Compare
 <b>Qantas</b> 13:35 → 14:50 8h15m JFK LHR QF7569 +1 -10% CO <sub>2</sub>	€487.00	€1,033.00	Main Cabin Premium Economy <b>Select</b> Compare	<b>Select</b> Compare
 <b>British Airways</b> 15:40 → 17:30 +1 7h50m JFK LHR BA7562 +1 -7% CO <sub>2</sub>	€490.00	€1,042.00	Standard Economy Premium Economy <b>Select</b> Compare	<b>Select</b> Compare
 <b>Delta</b> 15:10 → 18:25 +1 8h15m JFK LHR DL3982 -6% CO <sub>2</sub>	€490.00	€1,045.00	Main Cabin Delta Comfort Plus <b>Select</b> Compare	<b>Select</b> Compare
 <b>Air France</b> 12:40 → 15:30 +1 8h15m JFK LHR AF3982 +10% CO <sub>2</sub>	€492.00	€1,046.00	Economy Classic Economy Classic Flex <b>Select</b> Compare	<b>Select</b> Compare
 <b>Emirates</b> 11:40 → 16:30 9h50m JFK DOH LHR BA7562 +20% CO <sub>2</sub>	€490.00	---	Standard Economy <b>Select</b> Compare	---

LHR - JFK 14 Jun    JFK - LHR 23 Jun

7 flight options ⓘ    Filter    Sort by: Price I...

 <b>Qantas</b> 13:35 → 14:50 8h15m JFK LHR QF7569 +1 -10% CO <sub>2</sub>	€477.00	€1,019.00	Main Cabin Premium Economy <b>Selected</b> Compare	<b>Select</b> Compare
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 <b>Emirates</b> 11:40 → 16:30 9h50m JFK DOH LHR BA7562 +20% CO <sub>2</sub>	€490.00	---	Standard Economy <b>Select</b> Compare	---

# WITH CURATION - A UNIFIED CONTENT EXPERIENCE

Intelligently integrated content via JSON API, Smartpoint Cloud and Smartpoint Desktop Plug-In

The screenshot displays the Smartpoint Cloud flight search interface. On the left, there are filters for flight search (DEN to MIA, 10 Oct), itinerary modifiers (1 ADT Adult), and private fare codes. The main area shows 74 flight options for DEN - MIA on 10 Oct, sorted by price. The first option is a United flight UA1418 from DEN to MIA on 10 Oct, departing at 09:40am and arriving at 03:34pm, with a duration of 3h54m. It offers Basic Economy for \$182.10 and Economy for \$217.10. A comparison table on the right highlights the content source for this flight: NDC (Basic Economy) and Traditional (Economy). The NDC option is marked as Public and has a red box around it. The Traditional option is also marked as Public and has a red box around it. The table also shows that NDC has a carry-on bag, while Traditional does not. Other flight options include United UA1356, United UA532 +1, Delta DL522 +1, and American AA1003.

United	Basic Economy	Economy
Fare type	Public	Public
Content source	NDC	Traditional
Carry-on bag	×	✓
Checked bag	\$	\$
Refundable	×	×
Changeable	×	✓
Mileage accrual	✓	✓
Emissions	No information	No information

- A single representation of each flight itinerary, associated to a group of offers providing the best value from traditional (GDS) and NDC channels
- Repetition is eliminated from the search response, removing distraction and providing a more efficient multi source retail experience
- Content source is clearly identified for each offer for transparent review
- Agency search rules available to control source preferences and signal response time tolerances



# GET MODERN

**Beyond borders, Beyond Limits**



- **Thank You**