

# IATA partners agent coalition

THE International Air Transport Association (IATA) and a Coalition of National Travel Agent Associations are collaborating on a study to look at options that could benefit travel agents as the New Distribution Capability (NDC) XML standard is considered for implementation by airlines and technology providers.

The study will undertake research and analysis in the following areas:

- Understanding the impact (from a business, technology and commercial perspective) of NDC for travel agents
- Exploring options to overcome possible obstacles to successful NDC implementation by the parties within the travel value chain
- Providing scenarios of the potential funding models for the transaction of airfares and airline ancillary products via the travel agent channel using the NDC standard

The study will evaluate the issues from the perspectives of large, medium and small agencies, including both business- and leisure-travel focused agencies. It will also seek the views from key stakeholders across the distribution value chain such as airlines, global distribution systems, travel technology firms, and providers of corporate booking tools. ■