Airline Ancillary Regulation A Solution in Search of a Problem

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History of Ancillary Display

- GDS push DOT to mandate airlines sell ancillaries through travel agent network
- Airlines strongly opposed:
 - GDSs incapable of displaying ancillaries
 - Inability to personalize offer
- 2011 DOT mandated airlines display ancillaries
- Aviation Consumer Protection Advisory Committees recommend against additional regulation – including GDSs
- Airline GDS modernization effort

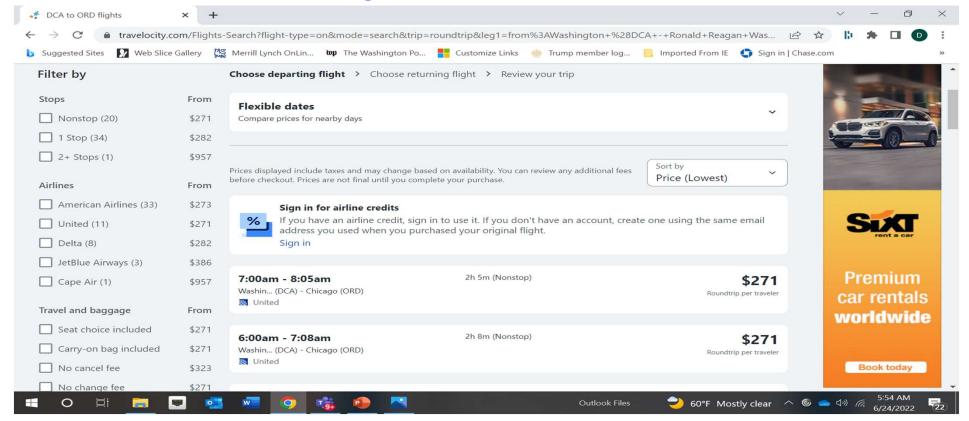


New Regulation Illogical and Unnecessary

- Passengers have access to ancillary information via airline website
- GDSs/travel agents have access to ancillary information
 - GDS/Airline contracts
 - ATPCO
- OTAs already displaying ancillary information

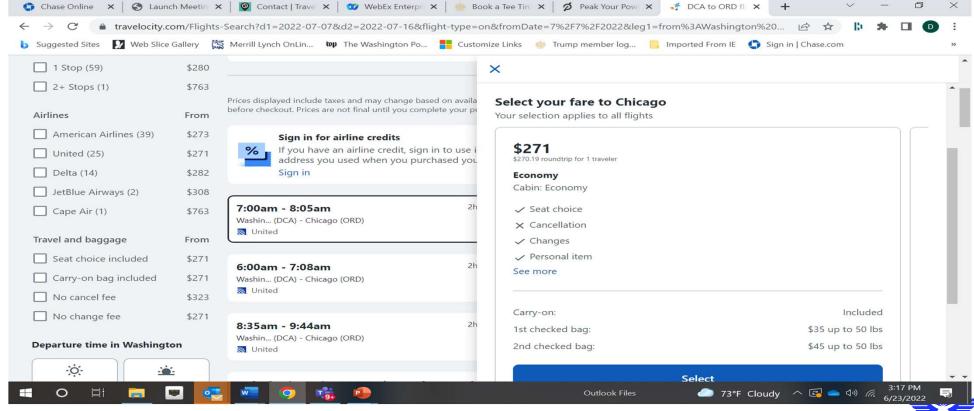


OTA - Travelocity

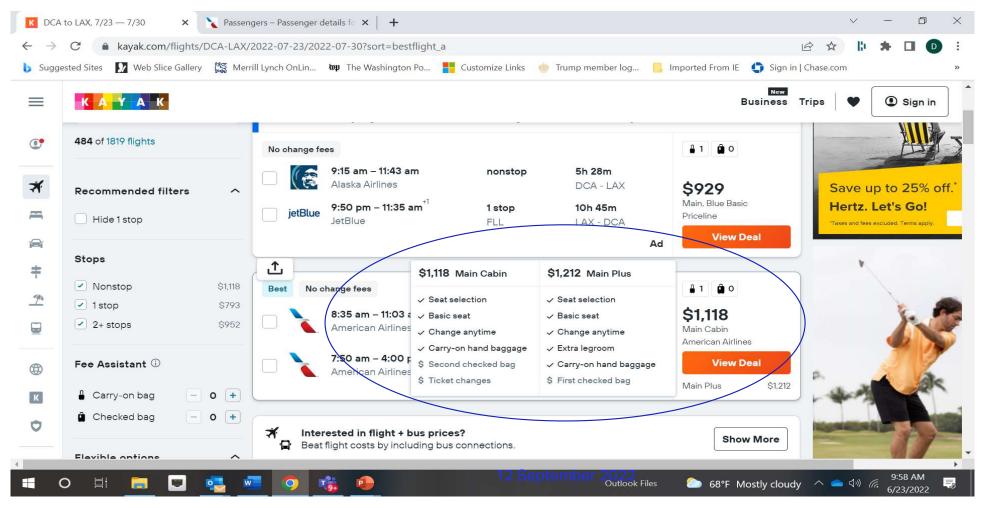




Ancillary Display: Travelocity



Ancillary Display - Kayak



In summary.....

- OTAs already have full access to ancillary information either directly from ATPCO or through their GDS
- If DOT wants ancillaries displayed on first OTA page, they can mandate them to display information they already have
- Mandating sharing of ancillary information will not benefit consumers
- No market failure; no deceptive practice; no valid cost-benefit justification

