



## NEXT GENERATION STOREFRONT™



The Next Generation Storefront™ (NGS) is an industry initiative to enhance airline retailing capabilities across all channels. NGS is a data-driven standard that establishes a core set of capabilities to simplify flight shopping and drive confidence through consistent, impartial, and reliable data.

## BETTER FLIGHT SHOPPING FOR EVERYONE

The NGS standard empowers airlines to visually express their unique products and brand promises directly to travelers.

Channels employ these standards to consistently integrate content into modern, compelling shopping displays.

For travelers, the standards mean that a mother of three in New York can find the options she needs for the perfect flight for her family holiday, while a business traveler in Singapore can purchase the exact flight that enables her to confidently finalize a presentation while enjoying a glass of wine in her private suite.



## HOW IS THE NGS STANDARD BEING DEVELOPED?

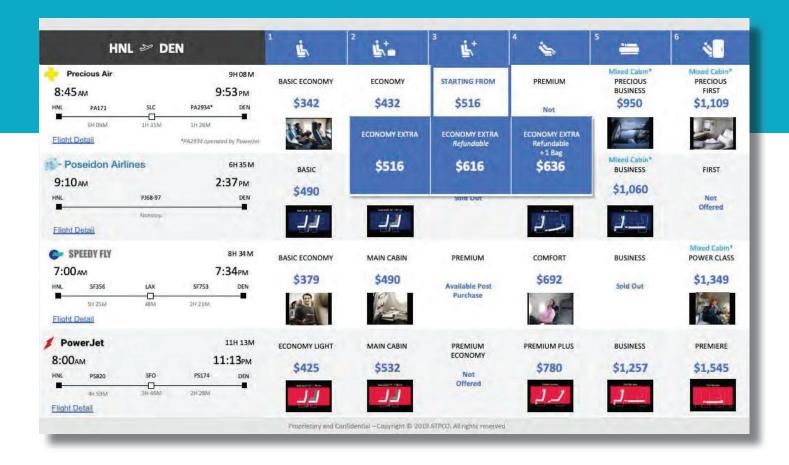
Acting as an independent and impartial third party, ATPCO is guiding the industry toward a standard that translates complex data into content that enables travelers to purchase the flights that best match their unique needs. Representatives from airlines, channels, and GDSs have come together in rigorous NGS Advisory Group and Working Group meetings to help create the NGS standard.

## PROVEN POTENTIAL: NGS IN ACTION

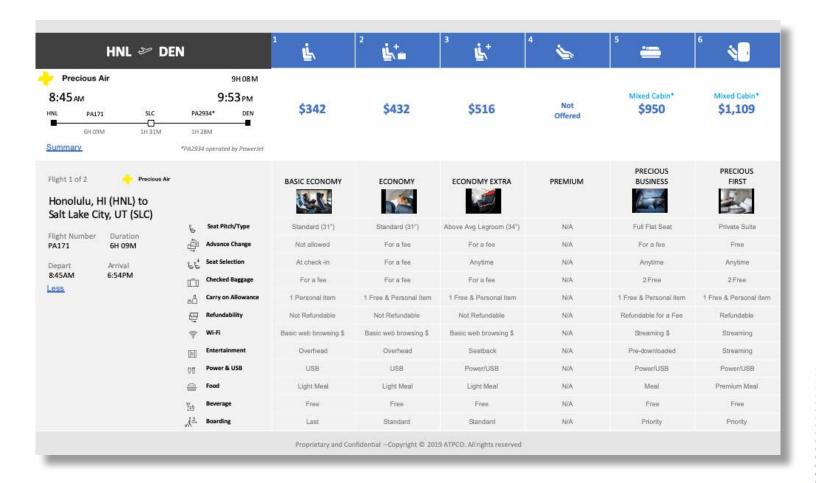
Several channels have participated in successful trials as the NGS standard continues to be finalized. The trial results indicate the revolutionary potential and power of NGS and its ability to completely disrupt the flight shopping experience.

The first trial produced a 62% increase in premium bookings. A second, independent trial that included NGS yielded a 33% increase in overall bookings.

**62%** increase in premium bookings



Creating harmony among travelers, airlines, and channels, the NGS standard optimizes traveler delight while increasing industry revenue.



HELP BUILD THE RETAILING STANDARDS THAT WILL REVOLUTIONIZE FLIGHT SHOPPING.
JOIN THE NGS WORKING GROUP.

letsconnect@atpco.net atpco.net/ngs

