

Comment Summary

Shelves 1-2

Multiple comments were received on the attributes that separate products from shelf 1 and shelf 2, and that additional clarity on the current definitions and possible new attributes should be considered to better group the like-for-like products in shelves 1 and 2.

Specifically, it was noted that the ability to “select a seat in advance” and “group/open seating at check-in/boarding” should not be considered the same attribute for placing a product on shelf 2.

Qualification attribute values “restricted” and “permitted” for Advance Seat Selection are ambiguous and must be clarified so that they are distinguishable and can be implemented as intended.

ATPCO response: ATPCO will do further research, working with airlines and the working group, to determine whether the attributes need to be separated and how they would apply to the algorithm for shelves 1 and 2.

Definition of standard and recliner seats

A request was made to clarify the definition of a recliner seat type. Standard seats also recline, just not as much as a recliner. Both require refined definitions to make the distinction clear and understandable by the consumer.

ATPCO response: ATPCO will review and refine the definitions of standard and recliner seat types, and then review the new definitions with the working group and update the v1.0 standard accordingly.

Text for Shelf 3 economy upsell products

The proposal to let channels decide the text used for Shelf 3 economy upsell products would result in inconsistent displays, create confusion for consumers, and favor airlines that file their products a certain way.

ATPCO response: ATPCO will consult with the working group and advisory group to determine the appropriate solution.

Contract of Carriage

The goal of NGS is to make airline products more transparent and easier for consumers to understand. Because of this, some systems believe airlines' contracts of carriage may need review to ensure enough coverage when there are involuntary changes.

ATPCO response: ATPCO will review current regulatory requirements and bring them to the airlines in the working group for their consideration.

Minimum Drawer Attributes

Requiring a defined set of minimum attributes in the drawer display creates a redundancy for some attributes such as seat type and priority boarding, especially when only a subset of shelves is displayed. For example, if displayed shelves are for same cabin, e.g., Economy, seat type and priority boarding would be the same for all shelves; therefore, showing those same attributes for each drawer provides no additional value to the consumer. It is recommended that channels be allowed to display the attributes they choose, like the ability to display the number of shelves they choose.

ATPCO response: ATPCO will bring a new proposal for drawer attributes to the working group for their consideration.

Multiple products on a single shelf

Displaying only one product, by lowest fare, on a shelf may prevent consumers from realizing there are more products available for purchase. There are channels already displaying multiple products within the same shelf on the initial screen. A recommendation was made to include an option to display multiple products on one shelf in the NGS Implementation Guide.

ATPCO response: Section 4.2 of the NGS Implementation Guide recommends displaying the lowest fare on each shelf, but states that channels may opt to also display multiple NGS offers on the same shelf. This recommendation allows channels to innovate on the display for multiple products on a single shelf.

Cabin Definitions

In order to align with IATA cabin definitions, the standard should be revised to include only Economy, Premium Economy, Business, and First.

ATPCO response: ATPCO will update the definition of cabin to reflect Economy, Premium Economy, Business, and First. These changes will be included in the v1.0 standard.

NGS Display

The NGS display should undergo more research and customer testing to ensure it does make shopping across airlines and fares easier for the consumer.

ATPCO response: The final consumer display and optimization of this display is outside the scope of the NGS standard. However, ATPCO agrees with this comment and is working with channels to share the results of their own experiments to aid in implementation or any new attributes changes that can further improve the display.

Shelf Naming

Having the numeric identifier (e.g., 1, 2, 3) as part of the shelf display contradicts the concept of allowing systems and channels the ability to innovate on the display within NGS guidelines. Other retailing stores that use columns to display products, by definition creates the notion of upsell, and NGS should be similar.

ATPCO response: ATPCO agrees that channels should be free to determine the best mechanisms to present data to the consumer; however, as we establish NGS as a new tool for describing “like” products the advisory group requested requiring some type of numeric or graphic indicator to convey shelf number and identify consumer sites that have adopted the industry standard. ATPCO will review the comments with the working group and advisory team.

Opt-out

It is understood that some airlines will not want to be considered in the NGS standard for shelf placement, but there is no mechanism in place to prevent the seller from including such airlines in the display. Implementing an opt-out provision will be difficult.

ATPCO response: ATPCO will distribute to the sellers any airline that opts out of NGS via Appendix N – NGS Airline Opt Out. There is no mandate or requirement that any seller changes their current display or implements this standard. But to be compliant with the standard they do need to apply the standard as well as the opt out airlines. ATPCO will work with the working group and advisory team to review this comment.