AIR CANADA

Air Canada
NDC display requirements



A STAR ALLIANCE MEMBER

Introduction

This document provides the guidelines to display the Air Canada brand in your application which supports Air Canada's merchandising model. Here you will find the display requirements to ensure the optimal distribution of Air Canada brand products and services, and its respective subsidiaries - Air Canada Express and Air Canada Rouge via the NDC system.

Third parties must demonstrate that their applications support these display requirements to gain NDC production access and to be an "Air Canada NDC certified channel".

The third-party must provide Air Canada full access to its application in order to perform product integrity audits to ensure ongoing compliance with Display Requirements.

Air Canada's merchandised business model is based on a retail fare structure with
a bundle of services offering the consumer the flexibility to choose between products that represent the greatest incremental value for them. Air Canada has branded these products to allow the customer to easily identify the fare bundle and make an informed decision.

This model applies to all markets: domestic, transborder and international itineraries.

The success of Air Canada's retail fare structure in third-party partner applications depends on their ability to support all of Air Canada's offer bundles, products and services with rich, visual content. This will allow the user to compare all products and have a transparent shopping experience.

Mandatory functionalities

All mandatory functionalities listed below are key to selling and merchandising Air Canada products. Mandatory offerings are required at the time of the initial launch of the NDC connection with Air Canada and must be maintained during the life cycle of their application.

Air Canada shall have the absolute right, to replace, modify or supplement the Display Requirements as they apply to one or more Air Canada products, provided that Air Canada provides (30) days prior notice of any such replacements, modifications, or supplements to the Display Requirements.

Air Canada shall have the right to revoke NDC program access at its sole discretion, via the APIs in any instance of breach or non-compliance with the changes in a timely manner.

WORKFLOW

1. Authentication (inclusion of sub-credentials if applicable)
2. Air shopping
3. Service list
4. Offer price
5. Seat selection (pre or post-booking flow)
6. Order create

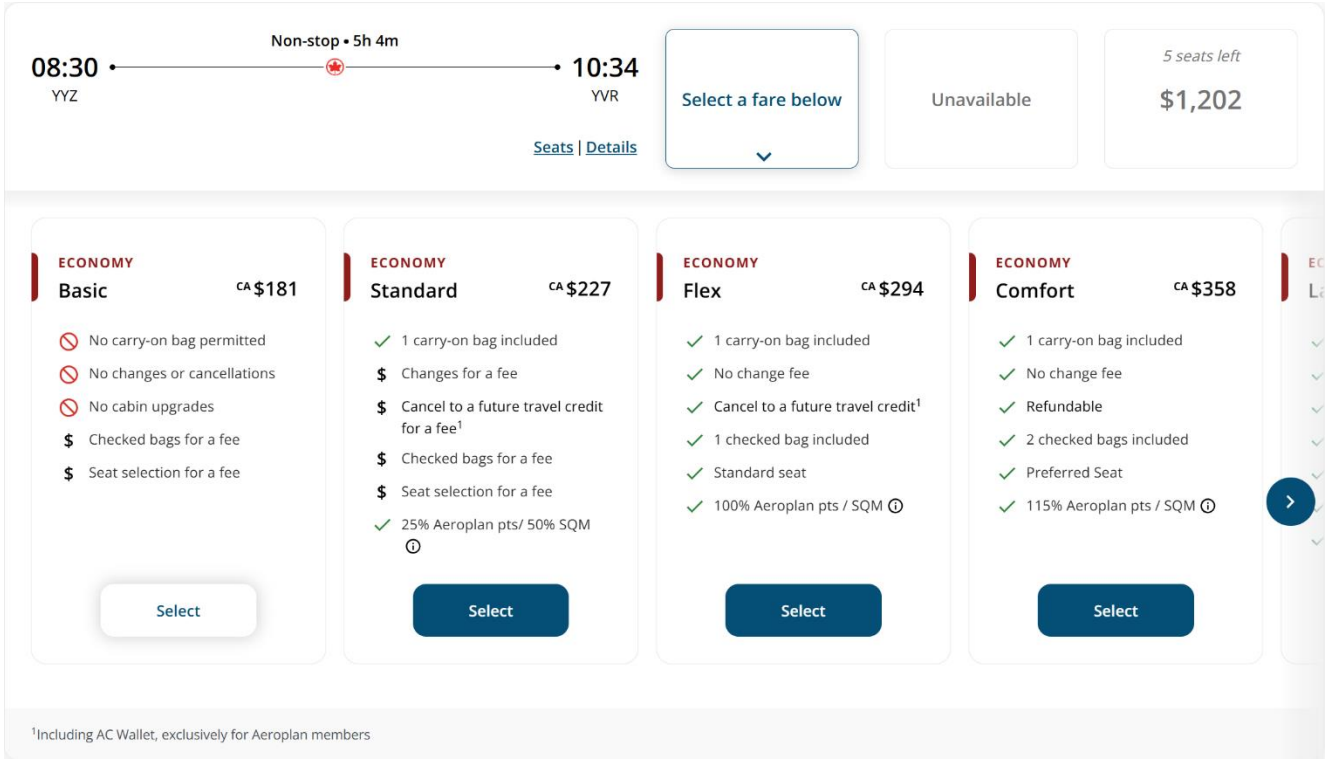
ITEM	REQUIREMENT SUMMARY
Authentication /Credentials and sub-credentials	Required to identify data service client B2B and B2C customers
Air shopping	• Integrated display with availability and prices • Show all branded products per market for each flight listed in a neutral display
Service list	Support the sale of travel optional services
Offer price	Itinerary summary with tax breakdown and fare rules
Order create	Ability to complete the purchase and display flight confirmation with itinerary details
Seat map	• Ability to support seat selection for all fare product types • Ability to support pay for seats: Standard advance seat and preferred seats, payment fulfillment after itinerary confirmation

Shopping requirements

Air Canada NDC partners have the flexibility to choose the design of their user interface, as long as it displays the product correctly and it respects the following guidelines:

- Ability to support the Air Canada branded products in a neutral display along with other airline's products.
- Air Canada's products in the shopping display must be branded with the product names and a description of its core attributes.

  Basic, Standard, Flex, Comfort, Latitude, Premium Economy Lowest, Premium Economy Flexible, Business Class Lowest and Business Class Flexible.
- All fares must be able to be displayed as one-way fares and can be sold as either one-way, round-trip or multi-city fares.
- All fares are combinable with each other (except for Basic).
- (Optional) Partners choosing to show a mixed itinerary, Air Canada one-way and OAL return, must source Air Canada from the API and the segment must be fully merchandised.

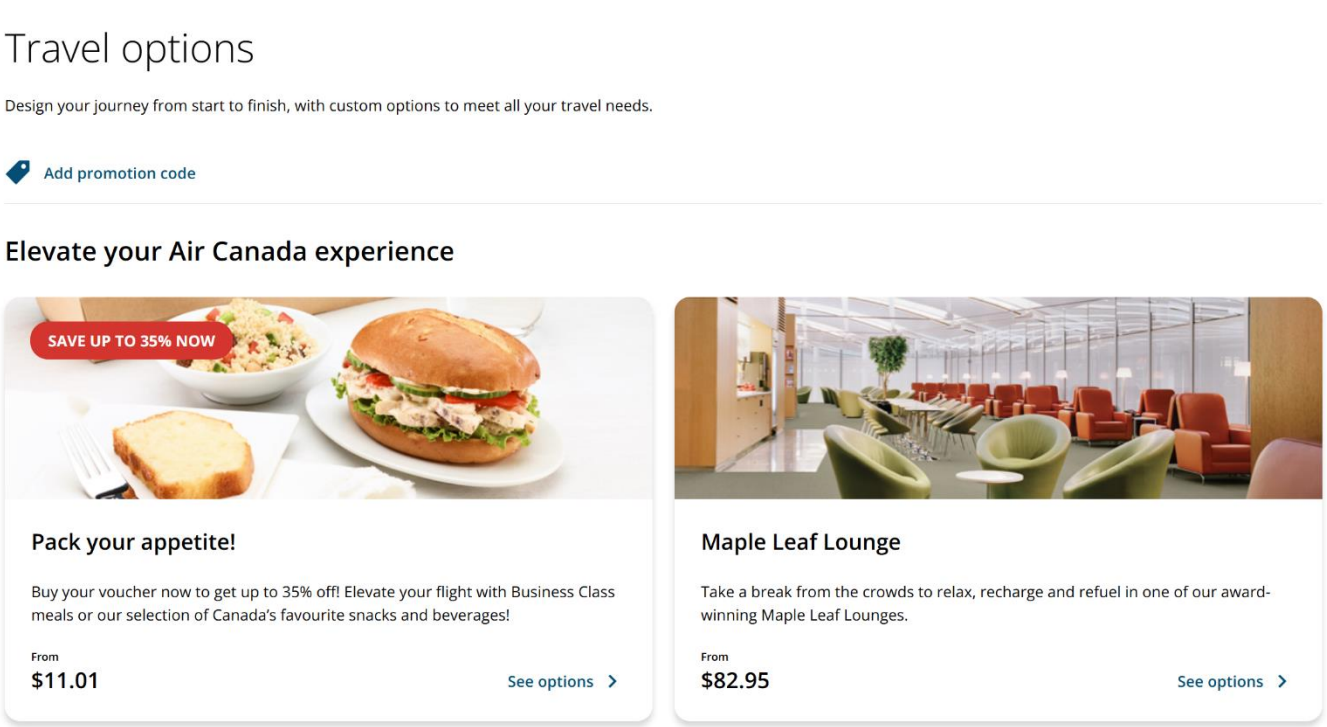


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Travel options

Air Canada NDC partners should offer the customer the possibility to further customize their flight by following the below requirements:

- Note that travel options vary by product type and market.
- Ability to display all available optional travel services once the user has selected a fare product type at the time of shopping.

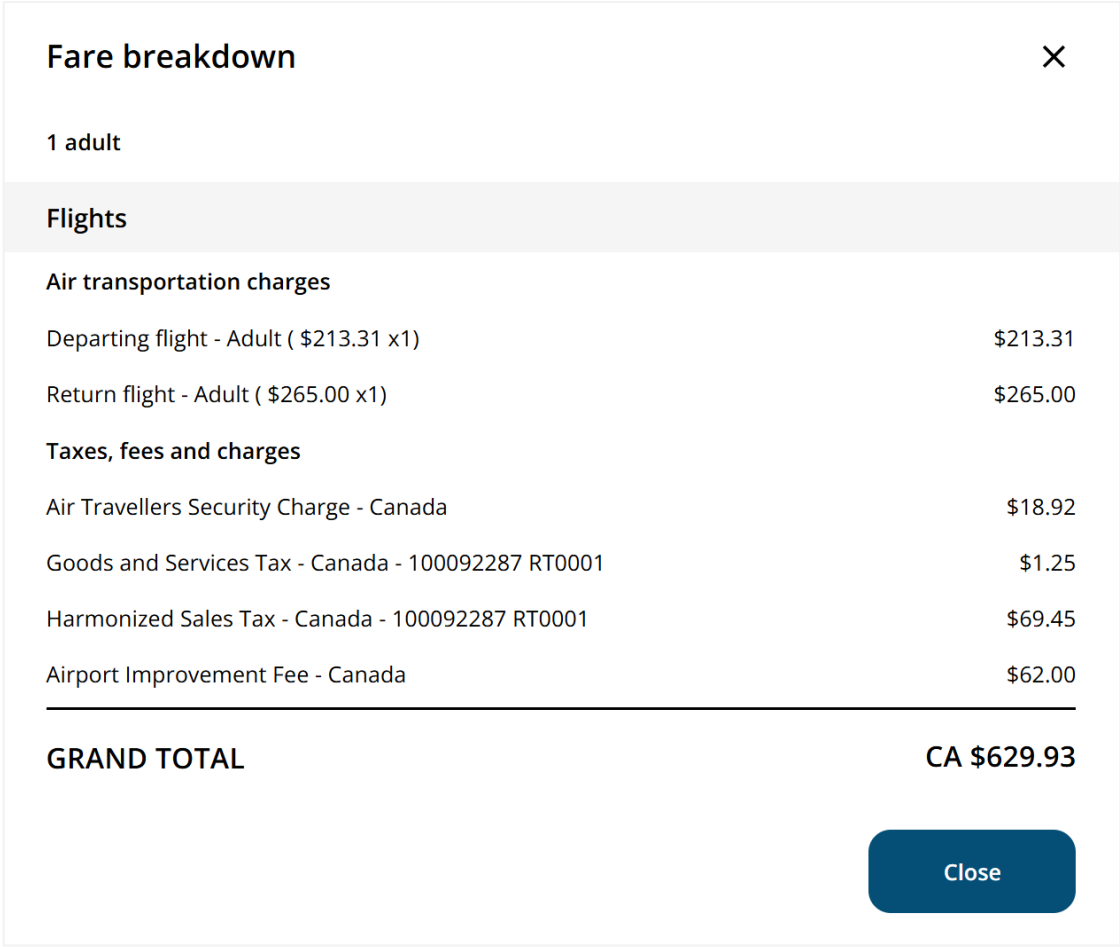


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Review requirements

The **Offer price** call provides the fare and attributes summary of what was selected during shopping and any chosen travel options from the service list as follows:

- Air Canada requires that the third-party shows, in the review summary page after the customer has made a flight selection, a summary of the user itinerary with the selected fare products and rules including the base fare amount with the tax description and value, as well as the total fare.
- If the user has chosen travel options; in addition to the fare summary details, it must include a summary of all the selected travel options per selected flight with the tax description and value, as well as the total fare.
- If a service fee is applied by the partner, it must not be discriminatory against Air Canada. The service fee must read as “charge of $$ by travel agent”.

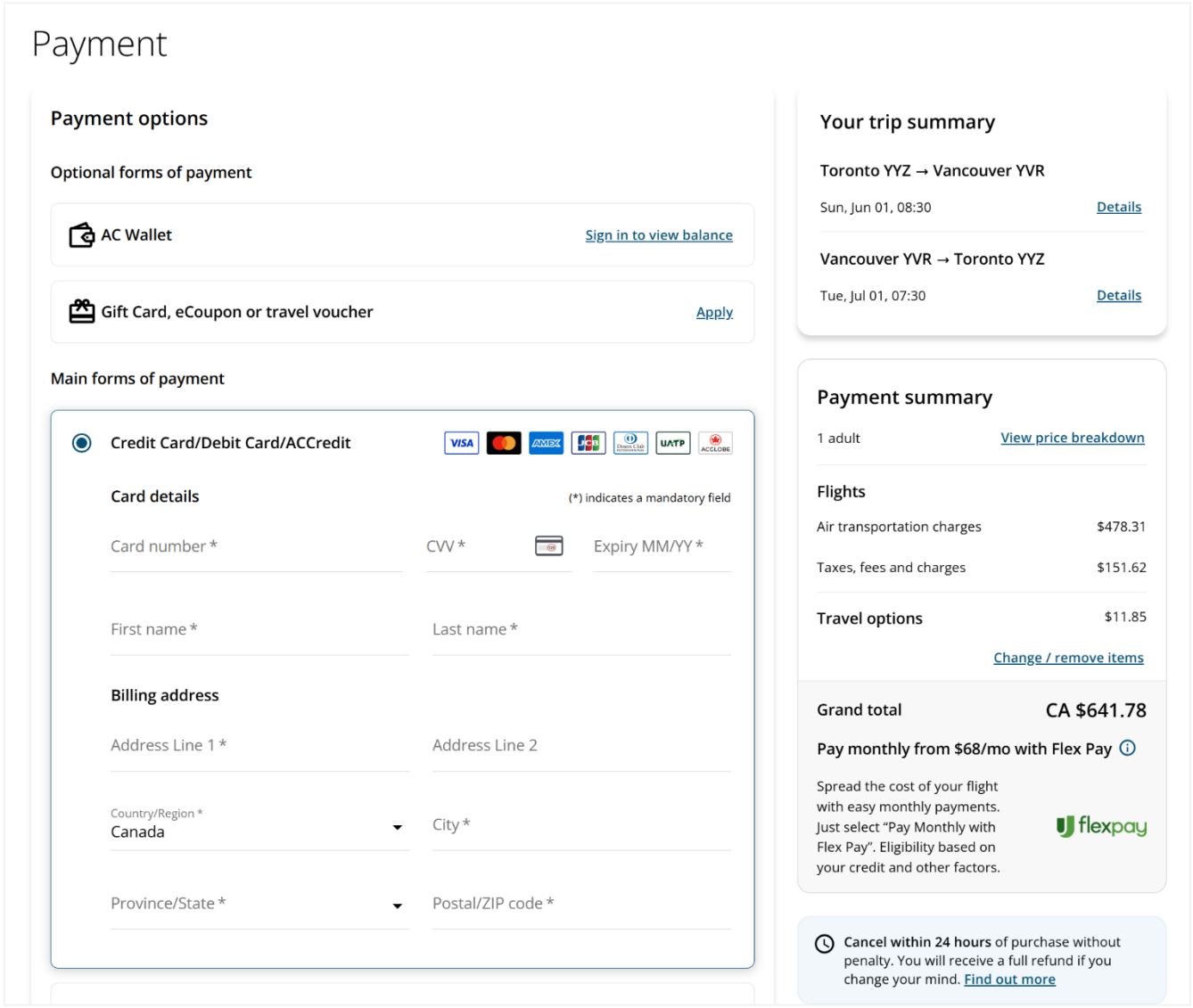


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Book requirements

The **Order create** call represents an actual reservation and will return an Air Canada record locator and associated reservation details.

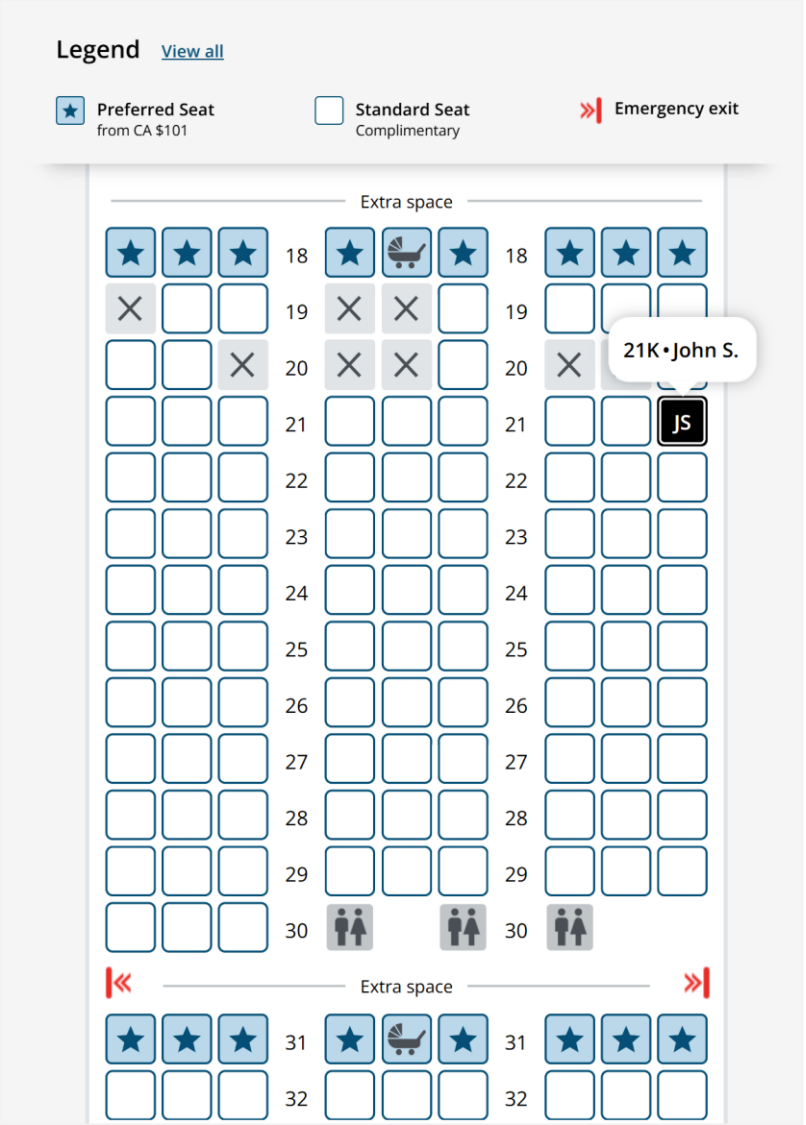
- The third-party user interface must have the ability to display the Air Canada fare rules to the end-user at the time of purchase.
- It should also provide the complete passenger details required to complete the booking. This includes passenger information such as gender, date of birth, address, phone number and form of payment including country or bank requirements for payments such as 3DS2.
- The confirmation page should detail the flight summary, the passenger information and the purchase summary.
- The purchase summary will provide a breakdown of the fare and the selected travel options with the prices and the applicable taxes.



Seat map requirements

The **Seat map** call permits seat requests pre or post-booking. It will also provide the elements to complete the transaction for the Pay-for-seat travel option and collect the fees.

- The third-party system should have the ability to display an interactive seat map that allows the user to select a seat.
- In the case of the Basic and Standard products, seat selection is not a complimentary travel option. Therefore, the third-party user interface must provide the ability to select the seat as a pay-for-travel option. This also applies to Preferred seats as a paid travel option for applicable fare brands.
- The seat map returned will be based on the loyalty tier level. The frequent flyer number must be included in your request.
- Once the user has completed the seat selection, the itinerary receipt with all the flight and attributes details will display.



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Air Canada Rouge

Flights operated by Air Canada Rouge must display the appropriate logo and display the disclaimer:

Operated by Air Canada Rouge.



Small and Medium Business (SMB) program and Corporate program

Partners supporting the Small and Medium Business program or Corporate program must use the most current language and logos as well as support the use of promotional codes required to be passed during shopping to access all offers available within the business program.

Learn more about **Air Canada for Business programs.**

