



CRUISING WITH NCL

eDistribution with OTA



setting the standard

2007
ADVISORY
FORUM

April 17-18
Montreal
Quebec



OTA Standard Messages

- Booking History
- Booking
- Cabin Availability
- Cabin Hold
- Cabin Un-hold
- Cancellation
- Category Availability
- Create Booking
- Price Booking
- Sailing Availability
- Shorex Availability
- Special Services
- Fare Availability
- Reservation Retrieval
- Package Availability
- Itinerary Description

Future proposal for OTA

- Cabin Description
- Bus Availability
- Transfer Availability

Business Benefits

- Re-usability of Messaging Transactions
 - Quick deployment to NCL partners
 - Exposure of functionality readily available versus legacy methods
- Expect doubling the 2006 increase in GDS bookings by the end of 2008
- Inter-operability of existing OTA messages for non-cruise functions

Initial Results / What Have We Learned

- Cost of shopping and booking transaction reduced
- Increased eDistribution of NCL product in 2006 vs. 2005
 - New messages may affect existing standards
- Working with other companies enhance the standards



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