



## **Miles Saved. Mission Accomplished.**

June 6, 2024

Dear ASTA Member,

Last week, ASTA and the travel agency community [celebrated a major victory](#) in our months-long [battle](#) with American Airlines.

Robert Isom, American Airlines CEO, [changed course](#) on its modern retailing initiative, recognizing the value of the travel advisor by rolling back its NDC implementation plan and AAdvantage program changes. [Reversing the decision](#) to withhold AAdvantage points and miles for agency bookings is a testament to the firm position that travel agencies hold in the airline distribution channel. We look forward to working with American Airlines on a responsible implementation of its NDC program which includes its valuable partners in the travel advisor community.

My gratitude for the ASTA Board of Directors has never been stronger. Because of their commitment to our efforts, we were able to [activate thousands of travel advisors](#) and their customers in an unprecedented grassroots effort. Thank you for standing behind us and being a part of this effort.

Zane Kerby,

**President & CEO**  
**American Society of Travel Advisors**

## **What we know.**

As of last week, we know that the AAdvantage program will be available to all customers, regardless of where they book their ticket.

We understand American also intends to continue moving forward with a "preferred agency" program by rewarding agencies it designates as preferred, even though AA has cancelled plans to differentiate traveler eligibility to earn loyalty miles based on the booking channel used including those air tickets booked by travel agencies. To date, AA has not provided specifics regarding the new preferred program but has indicated additional information is forthcoming including potential incentives to reward agencies who promote and book travel through NDC.

We're pleased to learn that American Airlines account representatives have reached out and engaged with some ASTA members to assess areas of improvement needed for successful NDC implementation.

If you have information you'd like to share about your preferred status, your NDC implementation process, or anything else related to AA and this campaign, please contact us at [GovtAffairs@asta.org](mailto:GovtAffairs@asta.org).

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### ***Recent coverage featuring the American Society of Travel Advisors and Zane Kerby.***

[A win for travel advisors: American Airlines scraps controversial NDC strategy](#) – **Travel Weekly**

[American Airlines Admits Business Travel Misfire; Shares Drop](#) – **Wall Street Journal**

[American 'Regrets' Distribution Execution, Plans Changes](#) – **Business Travel News**

[American Airlines shares tumble 13% after sales strategy backfires; carrier cuts growth](#) - **CNBC**

[American Airlines CEO Admits 'We've Dug Ourselves a Hole'](#) – **Skift**

[AA Begins Course Correction: 'We Need A Reset,' Says CEO](#) – **The Beat**

[What Advice Would You Give AA's Next Chief Commercial Officer? Travel Pros Weigh In](#) – **The Beat**

[American Air Fired Commercial Chief After Critical Bain Report](#) - **Bloomberg**

[Bringing Clarity to Chaos](#) – **Travel Again Podcast**