

ADAPTING AIRLINE DISTRIBUTION TO THE FAST-EVOLVING CUSTOMER BEHAVIOR

Pieter Bootsma
Air France KLM - EVP Commercial & Revenue

APG WorldConnect

Thursday, November 1st

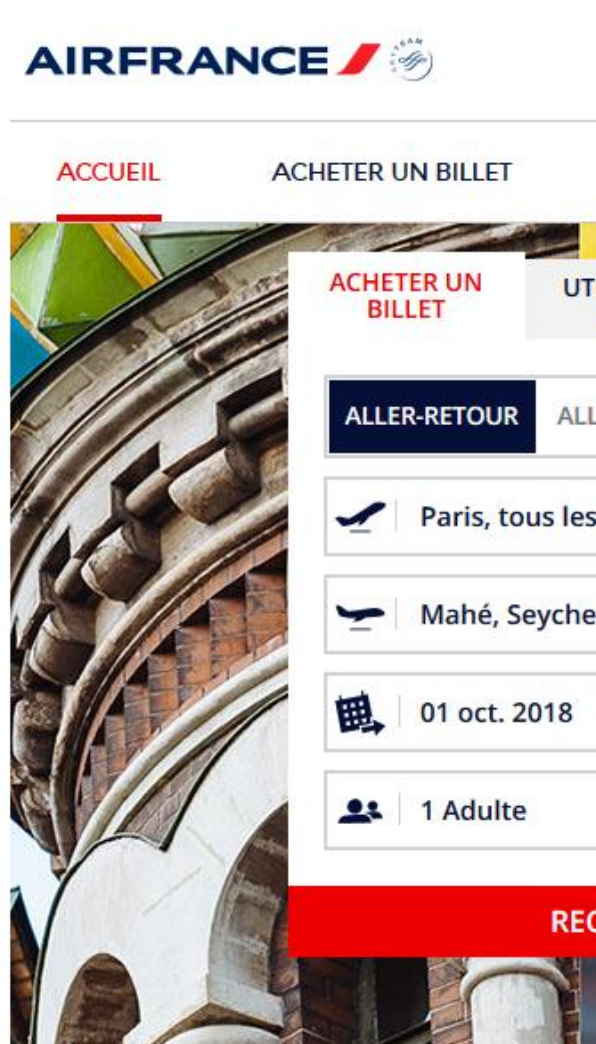




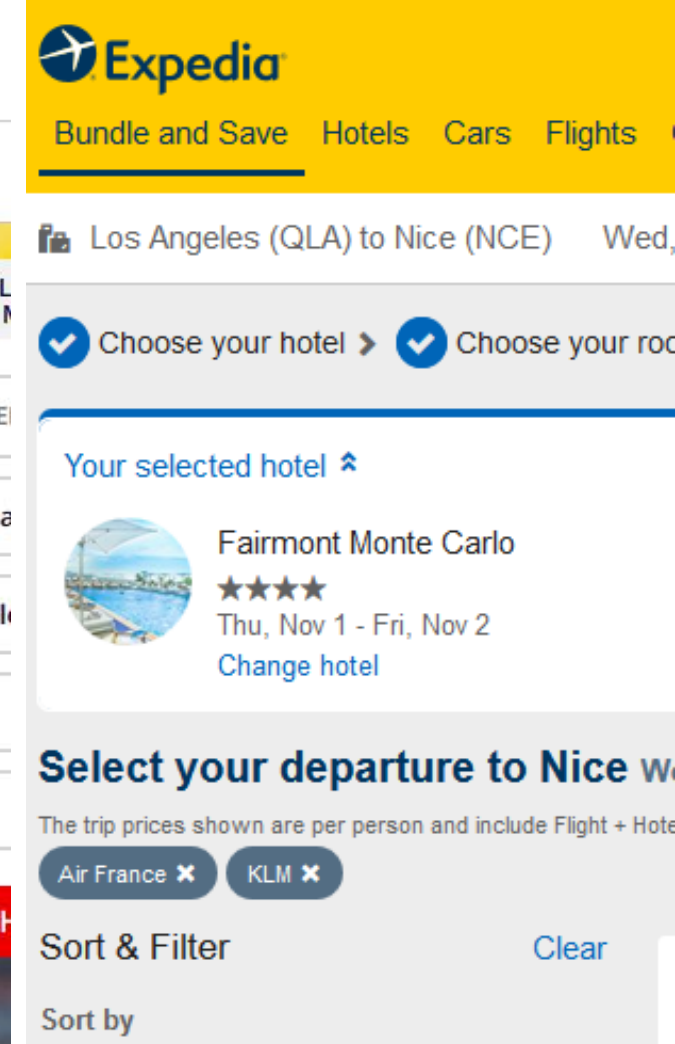
Call centres
8% of tickets



Travel agents
45% of tickets



AF KL online
32% of tickets



Online Travel Agents
15% of tickets



Where do you want to fly to?

San Francisco.

And where are you flying from?

Amsterdam.

Innovating the booking process

AIRFRANCE France - EN My account

Your trip Flight Times & Fares Trip details Personal information Payment Confirmation

Change your search: 17 Dec 2018 04 Jan 2019 1 Adult SEARCH Best fare per person 865,73 €

DEPARTING FLIGHT
Paris (PAR) > New York (JFK)

Day	From	To	Fare
Fri 14 Dec	From	214 €	
Sat 15 Dec	From	214 €	
Sun 16 Dec	From	194 €	
Mon 17 Dec	From	296 €	
Tue 18 Dec	From	296 €	
Wed 19 Dec	From	296 €	
Thu 20 Dec	From	341 €	

Best fares

NON STOP FLIGHTS

Flight	Duration	Fare
08:15 Paris (CDG) to 10:40 New York (JFK)	09h25	304 € / 432 € / 1 585 €
10:40 Paris (CDG) to 13:26 New York (JFK)	08h46	304 € / 1 585 €

Book Book a trip Inspiration

Amsterdam to beach



THE NEW BUSINESS SEAT

Well-being, comfort and privacy: get comfortable in the Business seat, featuring an elegant and contemporary design.



A CULINARY ADVENTURE

Discover our menu created by Michelin-starred chefs: cocktails, appetizers, hot meals, cheeses, pastries, sorbets, fruits...



WINE AND CHAMPAGNE

Discover or rediscover our wine list composed of a selection of classics from the different regions of France.



A VIRTUAL REALITY VIEW OF YOUR CABIN

Ready to fly? Step into the Business cabin and take a look around, thanks to our virtual reality module.

make the most of your journey

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Choose your seat EUR 30.00
You have selected a seat
Window, aisle, extra legroom? Reserve your favourite seat.
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Fly CO2 neutral with CO2ZERO from EUR 7.72
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• Contribute to reforestation, nature conservation and local communities in Panama
• Arrange your contribution online.
Read more on KLM Takes Care >

Customer support
Contact KLM Customer Contact Centre >

Personalizing our offer and communication



DREAM DEALS

Dear Samara Mey,
Dream Deals have started! Which personal favourite will you choose? Book a trip between 29 August and 10 September and start collecting brand new passport stamps!

[Find your Dream Deal >](#)




More comfort on your flight to La Paz?

[Yes, please! >](#)

Treat yourself to more legroom. Book an Economy Comfort Seat.

-25%

1 jour seulement!



Vite, plus que:


00 00 00 00
Jours Heures Min Sec

SHANGHAI

À partir de 459 € TTC AVR*

[J'EN PROFITE!](#)

1 jour seulement!




Vite, plus que:

00 00 00 00
Jours Heures Min Sec

**Fort-de-France
Pointe-à-Pitre**

À partir de 299 € TTC AVR*

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 **Les Caraïbes – l'exotisme français**

Dans les années 70 et 80, Air France répond à la demande croissante de voyageurs vers les destinations Caraïbes, très prisées, avec la mise en place d'avions gros porteurs. Restez connecté, d'autres surprises arrivent d'ici le 7 octobre!

[Surprises 85 ans!](#)

AN17FEBPARNYC

** AIR France – AN ** NYC NEW YORK.USNY


164 SA 17FEB 0000

1	AF 022	P4 F3 J9 C9 D9 I9 Z9 /CDG2E JFK 1	0910 1200 E0/77W	8:50
		W9 S9 A9 Y9 B9 M9 U9 K9 H9 L9 Q9 T9 N9 R9 V9 GR		
2	AF:DL1022	J9 C9 D9 I9 Z9 F3 W9 /CDG2E JFK 1	0910 1200 E0/77W	8:50
		Y9 B9 M9 H9 Q9 K9 L9 U9 T9 X9 V9		
3	DL 405	J9 C9 D9 I9 Z0 O0 Y9 /CDG2E JFK 4	1025 1315 E0/333	8:50
		B9 M9 H9 Q9 K9 L9 U9 T9 X9 V9 E9 N9		
4	DL:AF3628	J9 C9 D9 I9 Y9 B3 M9 /CDG2E JFK 4	1025 1315 E0/333	8:50
		U9 K9 H9 L9 Q9 T9 N9 R9 V9		
5	AF 006	P4 F4 J9 C9 D9 I9 Z9 /CDG2E JFK 1	1320 1555 E0/77W	8:35
		W9 S9 A2 Y9 B9 M9 U9 K9 H9 L9 Q9 T9 N9 R9 GR		
6	AF:DL1020	J9 C9 D9 I9 Z9 F4 W2 /CDG2E JFK 1	1320 1555 E0/77W	8:35
		Y9 B9 M9 H9 Q9 K9 L9 U9 T9 X9 V0		
7	DL:AF3634	J9 C9 D9 I9 Z4 Y9 B9 /CDG2E EWR B	1320 1630 E0/75W	9:10
		M9 U9 K9 H9 L9 Q9 T9 N9 R9 V9		
8	DL 021	J9 C9 D9 I9 Z4 O4 Y9 /CDG2E EWB B	1320 1630 E0/75W	9:10
		B9 M9 H9 Q9 K9 L9 U9 T9 X9 V9 E9 N9		
9	AF:DL8466	J9 C9 D9 I9 Z9 W9 Y9 /ORY W JFK 1	1410 1650 E0/772	8:40
		B9 M9 H9 Q9 K9 L9 U9 T9 X9 V6		
10	AF 032	J9 C9 D9 I9 Z9 O8 W9 /ORY W JFK 1	1410 1650 E0/772	8:40
		S9 A9 Y9 B9 M9 U9 K9 H9 L9 Q9 T9 N9 R9 V6 X9 GR		

NDC


NEW DISTRIBUTION CAPABILITY

Proposing a complete trip

AIRFRANCE Flight search Welcome back, Louis 

Paris (PAR) to Bangkok (BKK) 2 adults + 2 children (8-11) Preferences edit

01 Feb 2019 11 Feb 2019 Direct flights only Afternoon departure times, robust seats, limited stock, might not be available.



€2.380,-

1. Fly

Paris (CDG) / Bangkok (BKK) Economy Business


Departing
CDG: 16:05 →
BKK: 08:20
(11h +1 day)

	Basic	Customized	Best
4 x 10kg		4 x 10kg	4 x 10kg
2 x 23kg		2 x 23kg	2 x 32kg
✓ Adjacent seats		✓ Adjacent seats	✓ Adjacent seats
✓ Veg. menu		✓ Veg. menu	✓ Veg. menu
✓ Kids menu		✓ Kids menu	✓ Kids menu
	€666	€820	€1125
Price includes VAT and taxes	€650	€780	€1120

Returning
09:50 → 18:20
(12h)

	Basic	Customized	Best
	€580	€640	€1458
	€570	€600	€1399

2. Stay



Exclusive family deal for 10 nights:
 €1100 €900 + 50,000 Starpoints

€1380 + €900 + €100

3. Enjoy

- Scuba diving (single or group) €800 [Reserve](#)
- Weekly lessons €100 [Reserve](#)
- Sandcastle building workshop €50 [Reserve](#)
- Family activity €25 [Reserve](#)
- May Veggie Home (vegetarian Thai) €30 [Reserve](#)
- All you can eat €25 P.P. [Reserve](#)

Total
€2380,- [Book this deal now](#)

Other flight options

Departing	07:10 → 20:20 (13h)	Basic	Customized	Best
Returning	19:50 → 08:20 (11h 30m)	Basic	Customized	Best
		€750	€1150	€1850
		-	-	€1920

Departing	07:10 → 20:20 (13h)	Basic	Customized	Best
Returning	19:50 → 08:20 (11h 30m)	Basic	Customized	Best
		-	€1300	€1300
		€520	€520	€1520

Departing	07:10 → 20:20 (13h)	Basic	Customized	Best
Returning	07:10 → 20:20 (13h)	Basic	Customized	Best
		-	€1200	€1900



BANGKOK

The capital city of a thousand contrasts

full guide [↗](#)

TRAVEL
BY AIRFRANCE 

Recommendations based on past trips to Bangkok:



REMARKABLE
VISIT THE FAK KLONG TALAD
FLOWER MARKET



EXCEPTION
TREAT YOURSELF TO THE BEST PAD
THAI AT GHOT BATE



CLASSY/CHIC
BANGKOK FOLLOWING THE STARS
OF THE MICHELIN GUIDE



WOW UP
THE LONG TABLE - THAI FOOD HIGH
ABOVE BANGKOK



SINGAPORE

Flight from €890, round trip*
Hotel: W Singapore, from €150/night



PHU QUOC, VIETNAM

Flight from €690, round trip*
Hotel: St Regis resort, from €250/night



NUSA PENIDA, BALI

Flight from €750, round trip*
Hotel: Westin Estates, from €139/night

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Booking.com US\$ FR

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Destination, property name or address:
More places than you could ever go (but you can try!)

Check-in: Check-out:
Check-in date: Check-out date:

2 adults No children 1 room

I'm travelling for work

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1 Mile for every €1 spent

Enter your Flying Blue details when making a reservation

Amsterdam 

2,124 properties



Average price **US\$223**


New York 

1,605 properties



Average price **US\$428**

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AU COEUR DE LA SAVANE COLLECTION SAFARI

VOIR LES VENTES

Toutes nos ventes

DESTINATION THÈME





Thank you

APG WorldConnect

Thursday, November 1st