

Panel Discussion:

Airlines are ticketless already so can the public transport market learn from this?

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Airlines tickets are actually cloudbased

Today Airlines ticketing is account based and tickets are found in the cloud in a so called passenger name record (PNR) .

The ticket with all the rules and conditions for traveling can be seen through customer interfaces to airlines booking systems.

To check-in you just need a bookingreference to the ticket in the sky.

- A short character-string reference (6 letters and numbers) provided in the receipt and travelplan for the purchased journey.
- Creditcard number used or provided in the booking process
- Frequent flyer card number associated with the reservation.

Boarding passes can be on paper or on your smartphone. Access to the plane is verified by reading a barcode representation of the boarding pass (+ passport)

E-ticketing Airlines versus Public transport

Subject	Airlines business	Public Transport
International coordination	IATA (256 member airlines)	
Business driver	Cost savings US\$3 Billion per year , ease of international travel	
Global databases (cloud)	Amadeus, Sabre, or Travelport (Apollo, Galileo, and Worldspan)	
Common international ticket standard	PNR	
Third party integration	Agents, ground facilities etc	
Standard for access to vehicle	Boarding Pass (barcode)	
Migration to global e-ticketing	1994 – 2004 20% 2008 100%	
Tariffs	One ticket – one transaction – one currency	

Can/should we match airlines?

Questions

- What can we learn from Airlines migration to ticketless?
- Should Public transport be part of IATA?
- Do we have a governing body like IATA. Do we need one?
- IATA has implemented single tickets from A to B with multiple airlines to deliver the transport. Is this important for public transport?
- An international e-ticket standard independent of transport authority. Does it make sense. Can we save money. Will it be easier for users of public transport?

Background notes on airlines ticketing

On the next slides find some notes on the evolution of e-ticketing in the airlines industry.

The info has been found on the internet.

Airline E-Ticket Evolution

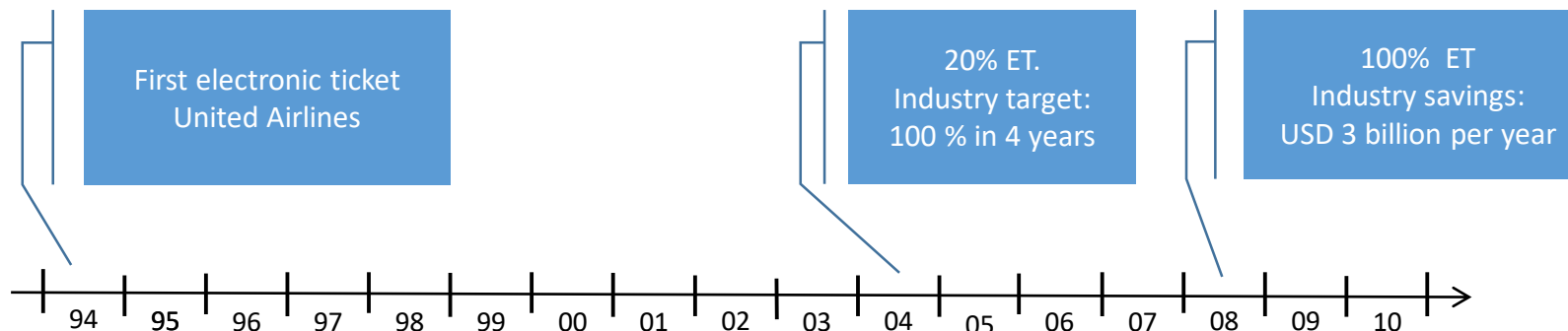
On **1 June 2008**, the industry moved to **100% electronic ticketing** and the paper ticket became a thing of the past. Apart from substantial cost **savings for the industry of up to USD 3 billion per year**, ET is also more convenient for passengers who no longer have to worry about losing tickets and can make changes to itineraries more easily.

United Airlines was the first airline to issue electronic tickets, **back in 1994**. A decade later however, only 20% of all airline tickets were electronic. The industry was missing out on an opportunity to save costs and make travel for passengers easier.

In June 2004, IATA set an industry target of **100% ET in four years**. At the time, many believed this was an unrealistic goal. Evolving standards, uncertainty about the return on investment and skepticism about the customer acceptance of paper in parts of the world were some of the reasons why e-ticketing hadn't taken off.

It took only four years to reach 100% ET. Together, **IATA and airlines, travel agents, airports, system providers, and GDSs have moved an entire industry from the paper age into the full electronic era**. Armed with a mandate from the IATA Board, StB was able to mobilise the industry. Through local engagement, the ET team was able to understand and meet the varying needs of airlines – from those who needed little help to those who hadn't issued a single electronic ticket. And by engaging and understanding the needs of partners – from GDS's to ground handlers – StB facilitated the adoption of ET across the industry.

Source: IATA.org



Passenger Name record - PNR

In the airline and travel industries, a passenger name record (PNR) is a record in the database of a computer reservation system (CRS) that contains the itinerary for a passenger, or a group of passengers travelling together. The concept of a PNR was first introduced by airlines that needed to exchange reservation information in case passengers required flights of multiple airlines to reach their destination ("interlining"). For this purpose, IATA and ATA have defined standards for interline messaging of PNR and other data through the "ATA/IATA Reservations Interline Message Procedures - Passenger" (AIRIMP). There is no general industry standard for the layout and content of a PNR. In practice, each CRS or hosting system has its own proprietary standards, although common industry needs, including the need to map PNR data easily to AIRIMP messages, has resulted in many general similarities in data content and format between all of the major systems.

When a passenger books an itinerary, the travel agent or travel website user will create a PNR in the computer reservation system it uses. This is typically one of the large Global Distribution Systems, such as Amadeus, Sabre, or Travelport (Apollo, Galileo, and Worldspan) but if the booking is made directly with an airline the PNR can also be in the database of the airline's CRS. This PNR is called the

Master PNR for the passenger and the associated itinerary. The PNR is identified in the particular database by a record locator.

When portions of the travel are not provided by the holder of the Master PNR, then copies of the PNR information are sent to the CRSes of the airlines that will be providing transportation. These CRSes will open copies of the original PNR in their own database to manage the portion of the itinerary for which they are responsible. Many airlines have their CRS hosted by one of the GDSes, which allows sharing of the PNR.

The record locators of the copied PNRs are communicated back to the CRS that owns the Master PNR, so all records remain tied together. This allows exchanging updates of the PNR when the status of trip changes in any of the CRSes.

Although PNRs were originally introduced for air travel, airlines systems can now also be used for bookings of hotels, car rental, airport transfers, and **train trips**.

Source:

https://en.wikipedia.org/wiki/Passenger_name_record

Read more about PNR and what it contains .