



Air SERBIA GDS/CRS BOOKING POLICY

Booking procedures and consequent penalties

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1 INTRODUCTION

Air SERBIA recognizes the Global Distribution System (GDS) as a valuable distribution channel, and as such, we currently participate in all major systems. As part of our participation, we pay incremental fees for travel agent bookings. Billable activity includes sell, cancel, waitlist, change, schedule change, etc.

This policy applies to all GDS subscribers including travel agents and any person or entity accessing Air SERBIA internal reservation system content via the Internet or any other electronic means. It is the responsibility of the GDS subscribers to ensure that all of its employees, agents and contractors, in all of its locations are familiar with this policy.

All GDS subscribers (henceforth, Agencies) are obliged to comply with these policy guidelines.

The guidelines set down in this policy should encourage our partners - travel agents worldwide - to use GDS/CRS appropriately, and at the same time to discourage any other practice that has or might have negative inventory implications.

The purpose of this policy is to prevent misuse and to compensate GDS costs resulting from Agent misuse of GDS.

This policy is in line with industry standards and its sole purpose is to reduce distribution costs while offering greater seat availability for Air SERBIA guests.

Air SERBIA intends to monitor all transactions to identify non-compliant practices and determine the basis for recovering GDS costs by sending Agency Debit Memo (ADM) with a Cost Recovery Fee in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” table, plus the administrative fee of €10.- for each ADM.

Air SERBIA reserves the right to restrict access to its inventory, temporarily or permanently, to any GCS/CRS user if repeated non-compliance practice is registered.

This policy is valid for bookings and ticketing that include any Air SERBIA flight on/after 01 February 2018 and replaces any prior policy.

When booking an Air SERBIA flight, always create a PNR for your customer (henceforth, Guest) by following these simple guidelines:

- Request space and create a reservation only for the desired flights and only if it is required by the guest or any person requesting it on behalf of the guest
- Use Reservation Booking Designators (RBD) only if they are compliant with the fare
- Read Fare Rules or fare type carefully and advise guest in clear terms about the content, benefits, and restrictions of the chosen fare type. Guests must receive comprehensible information about all the material terms, including without being limited to, price, terms of purchase, booking change terms, ticket cancellation terms, baggage carriage terms, additional services included in the chosen fare brand, and check-in terms. If it should turn out all of the above was not clearly communicated to the guest, as a means of preventive protection of our company's reputation, your agency will promptly be charged with the amount given in the "ADM Fee Structure applicable for violation of GDS/Booking Policy". Should non-compliance with these provisions result in penalties for Air SERBIA by any regulatory or judicial body, your agency will bear the cost of such penalties or court decisions, your agency will promptly be denied the possibility of issuing tickets on our flights, and every legal means and measures will be taken to protect Air SERBIA against harmful actions.
- Use available RBD. Refrain from waitlisting and do not waitlist segments on the flight where guest is already confirmed.
- Take special care about Minimum Connecting Time. Do not create a PNR and do not end the transaction if the connecting time is below the minimum required.
- Inserting the guest's contact data in the PNR is mandatory. According to the European Court of Justice, carriers are required to communicate information about flight delays. Your agency is required to enter in the SSR form (CTCM and CTCE) the email and telephone only of the guest who is in the PNR, to enable our competent departments to send timely notification to the guest in the event of any flight schedule and other operative changes. Your agency is responsible for the accuracy of the contact data. Your agency remains responsible for notifying the guest of every change of itinerary. Should it be determined that you did not enter the guest's contact data in the required format, your agency will promptly be charged for the amount given in the table "ADM Fee Structure applicable for violation of GDS/Booking Policy". Should non-compliance with these provisions result in penalties for Air SERBIA imposed by any regulatory or judicial body, your agency will bear the cost of such penalties or court decisions, your agency will promptly be denied the possibility of issuing tickets on our flights, and every legal means and measures will be taken to protect Air SERBIA against harmful actions.
- Use the advantages of auto pricing if it is available for the chosen Fare Type. Do not override it manually.
- Use advantages of Automated Ticket Changer (ATC) if it is available in your GDS or your market and for the selected fare.
- Respect ticket time limit from the Fare Rule, if any.
- Respect ticket time limit alert sent by our space control.
- Cancel the reservation immediately if you are advised to do so by the guest.

The best way to avoid violations and charges associated with this GDS/CRS booking policy is to make every effort to comply with this policy. Please follow these instructions always and without exceptions.

2 BOOKING POLICY

2.1 Excess cancelation ratio

Segments must be cancelled and inventory released immediately when a ticket has not been purchased in accordance with the fare rule or when notified by a guest that travel is no longer needed, whichever comes first.

Cancelled space for one guest shall not be used for another guest even if that guest desires an identical itinerary by adopting any internal substitution. A fresh request is mandatory for the new guest, based on the current availability and fares.

A booking cancelled by the airline system due to expiry of time-limit must also be cancelled in the GDS/CRS.

The cancellation ratio (number of booked segments divided by the number of cancelled segments) differs from agent to agent.

Cancellation ratio (the relation between gross booked and cancelled segments) above 70% must be avoided.

In case of excessive cancelation cancelled segments will be subject to Cost Recovery Fee, according to the “ADM Fee Structure applicable for violation of GDS/Booking Policy” table, plus the administrative fee of €10.- for each ADM.

2.2 Inactive segments

Inactive segment can be identified with the segment status HX/UC/NO/US/UN. All inactive segments must be cancelled from the GDS/CRS immediately when received but no later than 24 hours prior to departure.

Inactive segments that are not cancelled 24 hours prior to departure are subject to the Cost Recovery Fee and will result in a debit memo, in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1, plus the administrative fee of €10.- for each ADM.

2.3 Passive segments

Air SERBIA only allows passive segments that are used for the purpose of ticketing. A passive segment must match an existing booking in Air SERBIA’s internal reservations system. The use of mismatched segments to issue tickets, or to generate false confirmation is strictly prohibited.

Industry standards require that passive segments be used “for the purpose of ticketing” only after a booking has been made in an airline inventory system. Air SERBIA does not allow passive segments to be used for other reasons, including among others:

- Satisfying GDS productivity
- Circumventing fare rules

If a passive segment is rejected by Air SERBIA then the passive segment should be cancelled immediately by the agent in order to avoid unnecessary fees to Air SERBIA.

Passive segments that are created for any purpose other than the purpose of ticketing are subject to the Cost Recovery Fee, according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of **€10.-** for each ADM.

2.4 Invalid Ticket on bookings (e-ticket validation)

Holding confirmed bookings with VOIDED/REFUNDED/FLOWN TICKETS in live inventory is not permitted. Invalid ticket numbers include restricted, used, refunded, voided or non-existent ticket numbers associated with confirmed segments in a booking.

A booking must be cancelled immediately if a ticket is voided/refunded/flown. Once identified, such booking is subject to automatic cancellation and Cost Recovery Fee will be charged, according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of **€10.-** for each ADM.

2.5 Waitlisted segments

A travel agent must not repeatedly create waitlisted bookings, since these do not increase chances for their confirmation and result only in higher booking volumes and increased GDS fees for Air SERBIA.

Travel agent must ensure all waitlisted bookings are removed from the active PNR at least 24 hours prior to departure. Waitlisted segments that are not cancelled on time as well as repeatedly requested waitlists are subject to the Cost Recovery Fee, in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of **€10.-** for each ADM.

2.6 Churning

Churning is defined as repeated cancelling and rebooking of space with the purpose of circumventing ticket time limits set down by space control. Excessive and repeated booking and cancelling of space is often done:

- By cancelling and/or rebooking the same flight, class, date or route to circumvent the fare rule
- In order to achieve GDS productivity targets

The above practices are strictly prohibited and if identified, will be invoiced on a per segment basis and could potentially incur very high invoice amounts.

Churning is not allowed for any reason and in case of a high number of repeatedly booked segments could result in high amount charged for Cost Recovery Fee, in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of **€10.-** for each ADM. Churning will be considered to have taken place if a segment is booked and cancelled more than five (5) times, while Cost Recovery Fee will be applicable to all churned segments.

2.7 Duplicate bookings

A travel agent must not create impossible traveling itineraries in a single booking. Holding concurrent flights for the same travel period where it is not possible for a passenger to travel on both flights simultaneously is not permitted.

Segments booked (confirmed or waitlisted), for one guest in the same or different PNR, in the same or different GDS used by the same agency and for the same flight or for a different flight that logically cannot be flown, are considered as duplicated.

Creating duplicate segments is not permitted under any circumstances. Each duplicate segment will result in the agent being charged for the cost of the GDS on top of the Cost Recovery Fee charges in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of €10.- for each ADM.

2.8 Fictitious or speculative bookings or ticket numbers

Segments booked for speculative reasons like holding space blocked from the inventory or segments that are not requested by the guest are strictly prohibited. This will result in the sending of an ADM for Cost Recovery Fee in the event of:

- Intentional fictitious bookings which may affect class availability
- Entry of false ticket numbers into the PNR
- Use of a false name
- Voiding of several tickets before issuance of the ticket that the guest will use

In these cases Agents will be charged the **highest applicable fare** on the itinerary as specified in the PNR or ticket. Additionally, Cost Recovery Fee shall be applied, in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1, plus the administrative fee of €10.-for each ADM.

2.9 Hidden groups

JU Group Policy defines that 10 or more passengers travelling outbound/inbound sector together constitute a group booking regardless of the fare paid.

Booking them in two or more individual PNRs is considered as “hidden” group, which is not allowed.

Such bookings are subject to immediate cancellation without prior notification.

2.10 Training/testing bookings

The training mode or non-billable status codes provided by the GDS must be used for testing situations or training personnel.

Creating PNRs for training purposes using active sell segment status codes is prohibited.

Test bookings should by no means be used for the purpose of itinerary pricing. Pricing transactions are available for all pricing requirements and it is the responsibility of the agency community to provide the personnel training necessary in order to foster the use of those transactions.

Once identified, such booking is subject to automatic cancellation and in the amount according to “ADM Fee Structure applicable for violation of GDS/Booking Policy” Table 1., plus the administrative fee of €10.- for each ADM.

3 CONSEQUENCES FOR BOOKING POLICY VIOLATION

Air SERBIA shall have the right to audit all booking transactions to identify non-compliant booking practices and reserves the right to issue ADM to recover excessive GDS cost wastage in the amount according to **ADM Fee Structure applicable for violation of GDS/Booking Policy**, plus the administrative fee of **€10.-** for each ADM.

If the non-compliant activity is continued by the travel agent, Air SERBIA reserves the right to take additional action up to and including restricting that agency's access through the specific GDS which was used by the agency to abuse Air SERBIA inventory.

3.1 ADM Fee Structure applicable for violation of GDS/CRS Booking Policy

Table 1. ADM Fee Structure applicable for violation of GDS/CRS Booking Policy

Booking Policy	Cost Recovery Fee Charges (in EUR€)
Cancellation ratio above 70%	1€ per cancelled segment exceeding the 70% limit
Un-cancelled inactive segments	10€ per passenger / per segment
Passive bookings	10€ per passenger / per segment
E-ticket validation (Invalid ticket)	Highest applicable fare on itinerary per passenger - + 10€ per passenger / per segment
Un-cancelled waitlist segments	10€ per passenger / per segment
Churning	3€ per passenger / per segment
Duplicate segments on same bookings	10€ per passenger / per segment
Fictitious/Speculative bookings or ticket numbers	Highest applicable fare on itinerary per passenger + 10€ per passenger / per segment
Fake names	10€ per passenger / per segment
Training/testing bookings	10€ per passenger / per segment
Non-notification of guest of fare rules/fare type	50€ per passenger if the practice is not changed after 10 ADM, cancelling ticketing authority
Non-entry of guest contact data (in due format) into the PNR	50€ per passenger if the practice is not changed after 10 ADM, cancelling ticketing authority
Administrative fee for each ADM	10€

Air SERBIA reserves the right to hold the travel agent responsible and liable for any losses and damages due to violation of this policy by the relevant travel agent, including decisions of regulatory or judicial bodies due to the agent's violation of this policy, which shall be borne by the agent.

Air SERBIA will not send any supporting documents along with the debit memo and the travel service provider is expected to approach their GDS for the complete PNR history.

Any disputes will have to be done through the channel of receipt to guest.support@airserbia.com within the latency period after the ADM has been billed. Disputes communicated by e-mail or telephone will not be accepted.

4 GLOSSARY & IATA RESOLUTION LIST

GLOSSARY:

GDS	Global Distribution System
CRS	Computer Reservations System
PNR	Passenger Name Record
RBD	Reservation Booking Designator
ADM	Agency Debit Memo
SSR	Special Service Request

IATA RESOLUTIONS SUPPORTING AIR SERBIA BOOKING POLICY:

IATA resolution 824	Passenger Sales Agency Agreement
IATA resolution 830a	Consequences of Violation of Ticketing and Reservation Procedures
IATA resolution 830d	Reservations procedures for accredited agents
IATA resolution 850m	Issue and Processing of Agency Debit Memos (ADMs)
IATA Resolution 852	Designation and Selection of Ticketing Airline

5 TERMS AND APPLICABILITY

This "GDS/CRS Booking Policy" manual for agencies is a legitimate tool and is written according to industry and IATA regulations and serves as a guide to different markets that may make the amendments they find necessary, adapting it to their trade policy.

Air SERBIA reserves the right to modify, add or remove parts of this document without prior notice and expects travel agencies to refer to it regularly.

If you have any questions or suggestions, please contact us via e-mail callcenter@airserbia.com

Thank you!

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