



Booking Integrity & Compliance Reminder

To protect inventory and ensure fair access for genuine travelers, Korean Air continuously monitors booking activities across all sales channels.

1. Booking Malpractice Monitoring

The following booking practices are **strictly prohibited** and subject to **continuous monitoring**:

- **Duplicate bookings** across multiple GDSs or booking channels
- **Fictitious, speculative, or incentive-driven bookings** without genuine travel intent
- **Churning** (repeated cancel/rebook activity to extend ticketing deadlines)
- **Test bookings, fictitious passenger names, or invalid booking/ticketing data**

2. O&D and Point of Commencement (POC) Compliance

All reservations must reflect the passenger's true origin and actual travel intent.

Agencies must not manipulate **O&D availability** or **Point of Commencement (POC)** logic by creating artificial segments to obtain inventory, booking classes, or fares that would otherwise be unavailable.

The subsequent cancellation or deletion of manipulated segments does not remove the violation history. Booking records are continuously monitored and retained for compliance review.

3. Agency Accountability

Primary ARC agencies remain fully responsible for all booking activities generated by their sub-agents and affiliated partners.

Violations may result in:

- **Agency Debit Memos (ADMs)**
- **Booking restrictions**
- **Suspension or revocation of reservation/ticketing privileges**
- **Termination of agency agreements**
- **Other corrective actions deemed necessary by Korean Air**

For additional details, please refer to the Booking Malpractice Guidelines previously distributed to your agency. If you have any questions, please contact your Korean Air sales representative.

