

TRAVEL DISTRIBUTION AND RETAILING UPDATES

Weeks 13 & 14, 2025

This edition contains news on:

- Amex GBT
- CWT
- Kyte
- PKFare
- Sabre
- UATP
- US DOJ

Sabre introduces agency NDC T&Cs

Agencies need to sign Sabre's new *Global Agency NDC Terms & Conditions* to maintain access to NDC bookings via the GDS. This agreement is separate from the main Sabre Subscriber/Customer Agreement (SSA/SCA).

The Global Agency NDC Terms & Conditions do not specify commercial terms such as fees and incentives applied to specific airlines for NDC bookings.

These commercial and legal terms are to be found on the agency-only accessible Sabre Central website, and can be updated at any time, without notice. Additionally, the NDC Terms & Conditions agreement can be terminated by either party with a 30-day notice.

PKFare and Kyte enter partnership

Kyte will provide travel aggregator PKFare with access to low-cost carrier content including easyJet and Ryanair.

According to PKFare's co-founder, Jason Sui, the partnership includes the distribution of both 'business and leisure travel sectors'.

In 2024, Kyte also integrated with Spotnana and TPConnects.

LCCs integrated with Kyte



easyJet

August 2023

(offered on AirGateway
via Kyte integration)



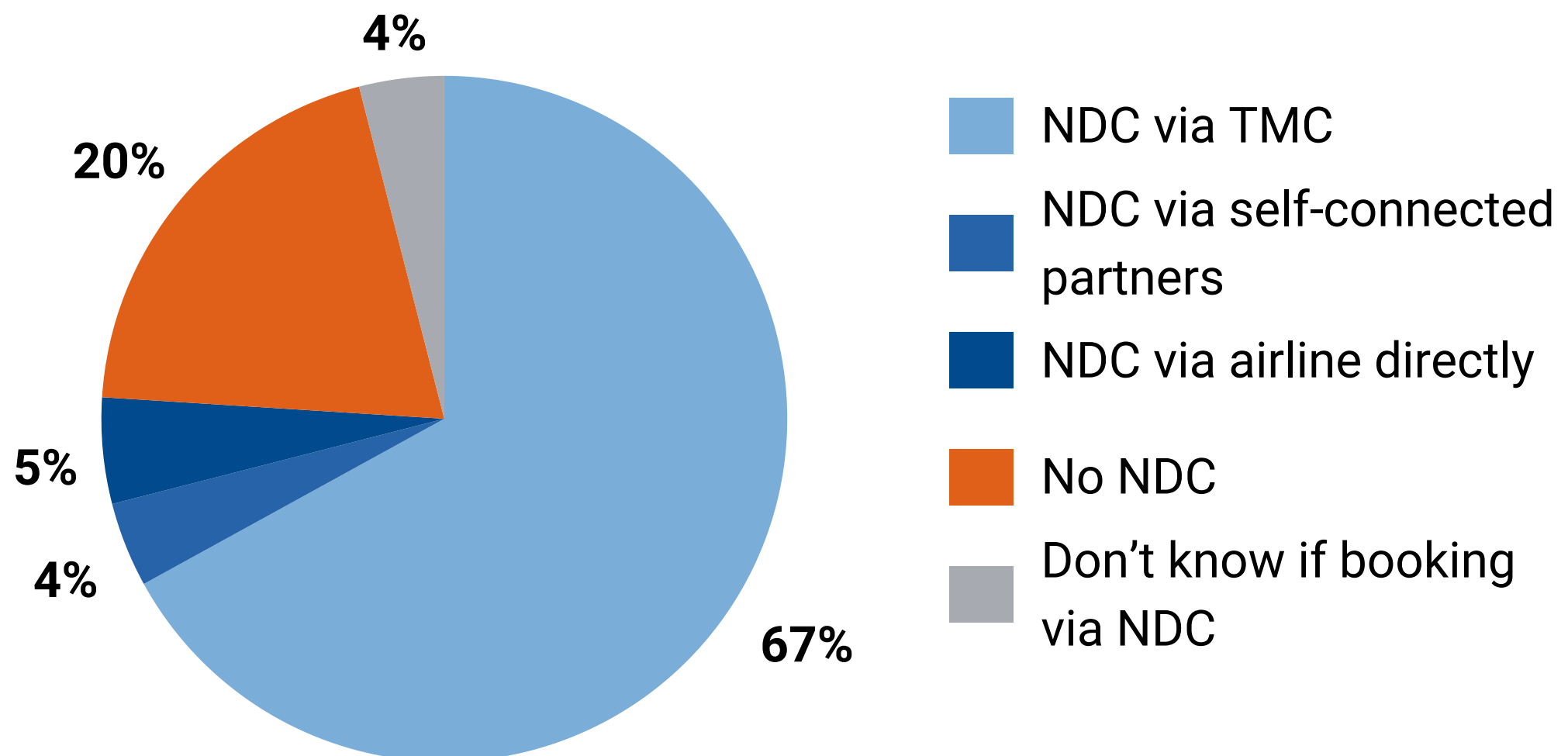
Ryanair

March 2024

BTN Europe studies corporate NDC adoption

Business Travel News Europe recently surveyed corporate travel managers in Europe to assess NDC adoption. The findings revealed that 76% of respondents currently make bookings via NDC—either through their TMC, self-connected partners or directly with airlines.

How European corporates are accessing NDC*



**Study conducted by Business Travel Show Europe with 115 responses*

US DOJ/ Amex GBT trial may begin earlier

Amex GBT's acquisition of CWT has faced regulatory obstacles since its announcement over a year ago. While the UK CMA gave the deal the green light last month, the US DOJ trial is set to begin on September 8.

Amex GBT and CWT have repeatedly pushed to expedite the trial, citing CWT's weakening financial position and using a 'failing firm' defense. Pending a final decision from the US District Court, the trial could now start as early as August 4. The deal was originally expected to close in H2 2024.

Mar 2024

Amex GBT announces a \$570 million acquisition of CWT

Jan 2025

US DOJ files lawsuit against the acquisition, with a trial date for September 2025

Mar 2025

After a 9 month investigation, the UK CMA clears the deal to go through

Apr 2025

Amex GBT/ CWT push to bring forward the US DOJ trial date as CWT's financial position worsens

Insights from UATP's Airline Distribution 2025

- **Standardisation of NDC is a requirement:** A lack of industry standards hinders NDC adoption and control over distribution in indirect channels. Low-cost carriers are winning in the modern retailing world due to direct distribution, while full-service carriers are struggling due to a high share of indirect and corporate bookings.
- **High investments required to transition to an OOT world:** Airlines are now adopting dynamic pricing and improving their customer experience but the road has barriers due to regulations and technological advancement.
- **Importance of aggregators is increasing:** With the onset of OO, offerings are getting more complex and difficult to handle. Aggregators are crucial for sourcing content from industry-wide sources.

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