

# ***AIRLINE DISTRIBUTION AND RETAILING UPDATES***

***Weeks 39 & 40, 2024***

**This edition contains news on:**

- Air Macau
- American Airlines
- Delta Air Lines
- Qatar Airways
- Turkish Airlines
- Virgin Atlantic
- Virgin Australia
- CitizenPlane
- Datalex
- TPConnects

# Turkish Airlines launches NDC channel

On 1 October, Turkish Airlines imposed a 24 USD per ticket GDS EDIFACT surcharge. The surcharge can be bypassed by using its NDC and direct channel.

The airline chose Verteil as the launch aggregator for its global NDC rollout.

## Timeline of TK's recent distribution strategy

**May 2024**

TK announces its **NDC Channel, TKCONNECT**

**Sept 2024**

TK goes dark on Sabre, with Sabre also removing TK-operated flights marketed by other airlines from their platform

TK announces **aggregator integrations, ARC Direct Connect integration, and a 24 USD per-ticket EDIFACT surcharge**

**Oct 2024**

TK launches its **NDC channel, TKCONNECT**, with launch partner Verteil Technologies

# Virgin Australia adopts SabreMosaic

Virgin Australia has partnered with Sabre Corporation to modernize its retailing capabilities through the phased implementation of the AI-driven SabreMosaic platform. This makes Virgin Australia Sabre's flagship customer for the SabreMosaic platform.

The partnership will see Virgin Australia adopt over 40 products from SabreMosaic over the next few years, marking a significant step in the airline's journey towards a more dynamic and personalized travel experience.

Virgin Australia and Sabre have also extended their current airline IT and GDS agreements.

# American Airlines NDC commissions continue

In June, American Airlines (AA) launched an NDC commission program as a part of its revamped distribution strategy. The NDC commission program was due to terminate on 30 September. It has been extended till the end of this year.

**The program is as follows:**

## NDC fare bundles

**Main Plus**

**Main Select**

**Flagship Business Plus**



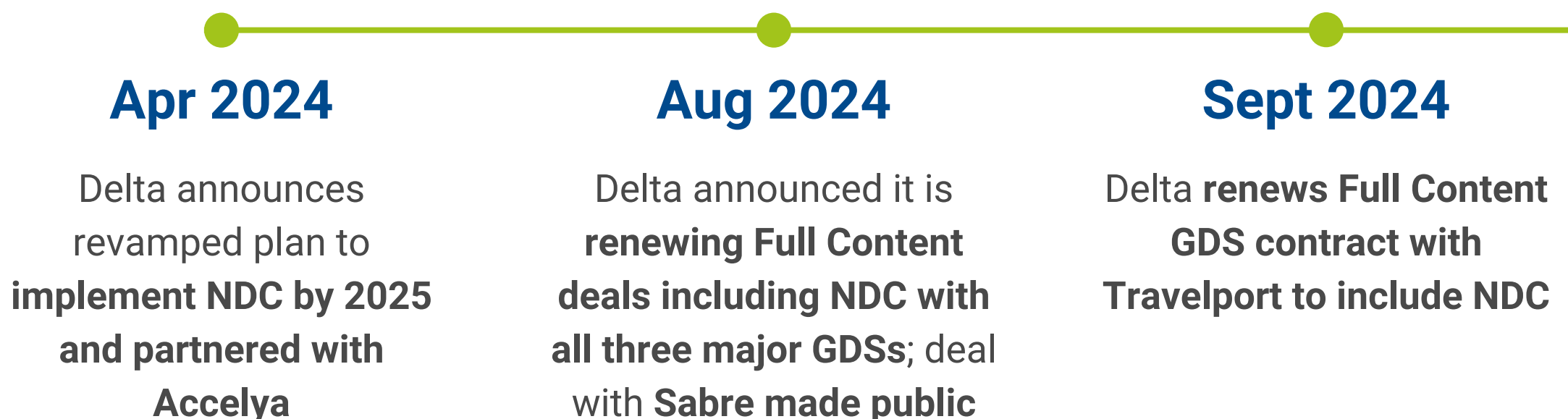
AA to pay a **10%** commission to travel agents on bookings of these three NDC fare bundles

# Delta and Travelport sign NDC agreement

Delta Air Lines and Travelport have renewed its distribution contract. The contract includes continued distribution via EDIFACT, and NDC via Travelport+. It includes a full content commitment, no surcharges, and value-based pricing.

Delta is in process of renewing agreements with all three major GDSs. It has confirmed deals with Sabre and Travelport.

## Timeline of Delta's recent distribution strategy



# Datalex launches its OOMS, Stellex.

Datalex has launched its Offer and Order Management System, Stellex.

Air Macau signed 5-year long agreement to leverage Datalex's offer management solutions which includes its shopping and pricing engine.

**Datalex has raised**

**25 Million EUR**

**to support the development and implementation of the OOMS technology**

# **Qatar launches agency portal by TPConnects**

Qatar Airways is providing a new agency portal, with access to its NDC offers. It has been rolled out to several markets since May 2024.

The portal is provided by TP Connects. Previous customers of the portal include Finnair.

## **Virgin Atlantic comments on NDC approach**

Virgin Atlantic's CCO announced they will take a carrot-fueled approach to NDC. They aim to release NDC content in 2025/26. The carrier will enable a strategy that offers new NDC-only products. They will not take away content from EDIFACT.

## **CitizenPlane launches new operating system**

Paris-based software developer for airlines has launched its operating system aimed at mid-size and fast-growing airlines.

It is a cloud-based solution which uses Zenith software, with a goal to allow smaller airlines to benefit from modern retailing solutions.



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