

# ***AIRLINE DISTRIBUTION UPDATES***

***Weeks 21 & 22, 2024***

**This edition contains news on:**

- Sabre
- American Airlines
- Southwest Airlines
- Frontier Airlines
- Spirit Airlines
- British Airways
- Lufthansa Group
- Ryanair
- Emirates
- PLAY Airlines

# Sabre launches Mos[ai]c

Sabre introduced Mosaic, reflecting their commitment to a modular airline IT approach centered around offers and orders.

Mosaic enables airlines to buy individual modules based on their needs, facilitating a best of breed environment.

The art-based word is purposefully chosen as Mosaic enables airlines to “create something cohesive from diverse elements” - Michael Reyes, SVP Product Management at Sabre.

# American reverses loyalty earning changes

"We're not going to be taking away the ability for any customers to earn mileage." - Robert Isom, CEO of American Airlines (AA)

AA will not proceed with changes to its loyalty program. Going ahead, the airline aims to incentivize travel agents to adopt NDC using a “more carrots, less stick” approach.

## February 2024

**AA changes AAdvantage:** only bookings meeting criteria earn loyalty points; agents designated as 'preferred' if they qualify

## April 2024

**AA extends deadlines** for travel agents to reach NDC adoption threshold to be deemed a 'preferred agent'

## May 2024

AA decide to **reverse the changes** made to AAdvantage


# Southwest Airlines lands on Google Flights

For the first time, Southwest Airlines is displaying its fares on Google Flights. Completion of bookings takes place on the airline's website.


Southwest has not worked with any metasearch engines or online travel agencies before. The airline implemented this change to extend its reach.

○ Washington, D.C.
↔
📍 Austin


📅 Tue, Jun 11
<
>
📅 Sat, Jun 15
<
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**Best**  
Based on price and convenience

 **Cheapest** Starts from €166  
Additional options based primarily on price

### Top departing flights

Ranked based on price and convenience ⓘ Prices include required taxes + fees for 1 adult. Optional charges and [bag fees](#) may apply. [Passenger assistance](#) info. Sort by: 

	<b>10:45 PM – 9:10 AM<sup>+1</sup></b> Spirit	11 hr 25 min BWI–AUS	1 stop  5 hr 38 min FLL	254 kg CO2e <small>+6% emissions ⓘ</small>	 <b>€168</b> round trip	▾
	<b>6:15 AM – 8:35 AM</b> Southwest	3 hr 20 min BWI–AUS	Nonstop	203 kg CO2e <span style="background-color: #e0f0e0; padding: 2px;">-15% emissions ⓘ</span>	<b>€427</b> round trip	▾
	<b>8:35 AM – 10:58 AM</b> United	3 hr 23 min IAD–AUS	Nonstop	151 kg CO2e <span style="background-color: #e0f0e0; padding: 2px;">-37% emissions ⓘ</span>	 <b>€456</b> round trip	▾

# More US carriers introduce flexible fares

Effective May 17, Frontier Airlines and Spirit Airlines introduced changes to their offering.

Frontier introduced three new fare bundles that have no change or cancelation fee. Spirit Airlines has eliminated change and cancelation fees across all fares.

## US Carriers Change and Cancelation fees

	Free change or cancelation?
American Airlines	Some fares
Delta Air Lines	Some fares
Frontier Airlines	Some fares
Southwest Airlines	Yes (all fares)
Spirit Airlines	Yes (all fares)
United Airlines	Some fares

# Amex GBT and BA extend private channel

Amex GBT and British Airways (BA) have had a private channel agreement since 2017. The agreement allows customers to access and book the carrier's content without a GDS surcharge.

## Overview of Amex GBT and BA's relationship

### October 2017

Amex GBT **reached an agreement** with BA and Iberia whereby travellers and corporates could bypass GDS surcharges

### June 2021

Amex GBT **renews and expands distribution agreement** with BA and Iberia to include development and distribution of NDC content

### May 2024

Amex GBT **extends private channel agreement** with BA

# Farenexus launches Lufthansa Group NDC

Farenexus, a Canadian travel aggregator has completed its integration to Lufthansa Group NDC.

The aggregator already provides access to several carriers serving North America.

## Completed Farenexus airline integrations

**Air Canada**

**American Airlines**

**British Airways**

**Copa Airlines**

**Lufthansa Group**

**Porter Airlines**

**United Airlines**

# Another bank introduces travel booking

NuBank is a Brazil-based digital bank. They launched their travel booking solution using Hopper's B2B solution.

Banks providing travel is not new. Banking industry veterans American Express, JP Morgan, and Capital One offer it.

There are several digital banks providing travel. In doing so the banks avoid setting up a travel agency and being responsible for travel servicing.

**Most banks use tech-focused consolidators such as**



**Hopper**



**Expedia**



**Duffel**



## More airlines news

**Ryanair** named Kiwi.com as one of their first 'approved OTAs' in January. The partnership is now live and Ryanair fares are bookable on Kiwi.com.

SAP Concur announced their direct connection with Ryanair is expected to be live in Q3 2024.

**Emirates** integrates NDC with Spotnana, giving users of the travel tech company full access to its NDC content.

**PLAY Airlines**, an Iceland-based low cost carrier partnered with G07 to launch its flights in the traditional GDS environment.

## Industry partnership news

**Amadeus and Navan** have extended their partnership. Navan, a travel and expense management company, will utilize this partnership to increase its global expansion.

**JR Technologies and Lufthansa Systems (LSY)** will carry out integration work to ensure that LSY's Financial Management solution (SIRAX ONE Order) is compatible with JR Technologies' Offer and Order Management solution. LSY also has partnerships with OpenJaw and Sabre.

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- Structured, flexible and customizable, modular approach to distribution strategy solutioning
- Audits that offer airlines solutions to specific problems in GDS and NDC distribution
- Offer-Order transformation approach

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