

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

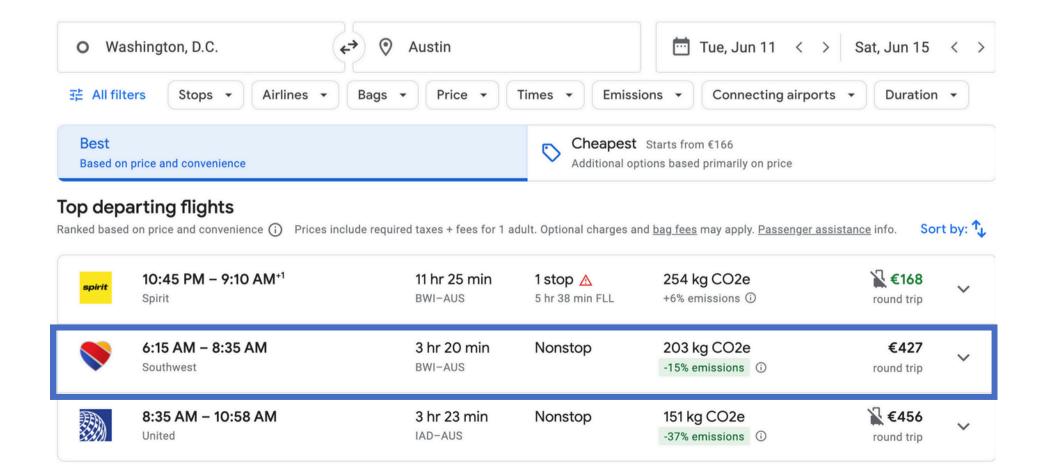
AA decide to **reverse the changes** made to AAdvantage



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.





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





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 GO7 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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- Offer-Order transformation approach

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