

AIRLINE DISTRIBUTION UPDATES

Weeks 15 & 16, 2024

This edition contains news on:

- Delta Air Lines
- British Airways
- LATAM
- Avianca
- Lufthansa Group
- Hawaiian Airlines
- American Airlines
- TAP Portugal
- Air Canada
- ATPCO



Swipe to read more

Delta will test NDC this year

Specifics on partners and timelines are expected to be revealed in the coming weeks. Delta planned their NDC strategy using feedback from OTAs, TMCs, GDSs and OBTs. Delta will not introduce a GDS surcharge or remove existing EDIFACT content.

Delta's NDC journey

October 2018

ATPCO announces that Delta will be a **part of the NDC Exchange** program and the carrier will **enable API connections**, especially for GDSs










September 2020

Delta **pauses their NDC development** to focus on the existing distribution strategy amidst COVID

April 2024

Delta announces **plans to test first iteration of their NDC program** with testing and rollout timelines to follow

Background: API based distribution of U.S. carriers

	API available
American Airlines	
United Airlines	
Delta Air Lines	
Southwest Airlines	
Hawaiian Airlines	
Spirit Airlines	
Frontier Airlines	
Alaska Airlines	
JetBlue	

British Airways partners with Amadeus for Offer and Order

BA will collaborate on the design of Amadeus Nevio's offer and order capabilities. BA will use Nevio's Dynamic Offer Pricing and Digital Experience tools.

BA is the third airline to be announced for Amadeus' new product suite.

Nevio's current roster (and announcement date)



Finnair

December 2022



Saudia

October 2023



**British
Airways**

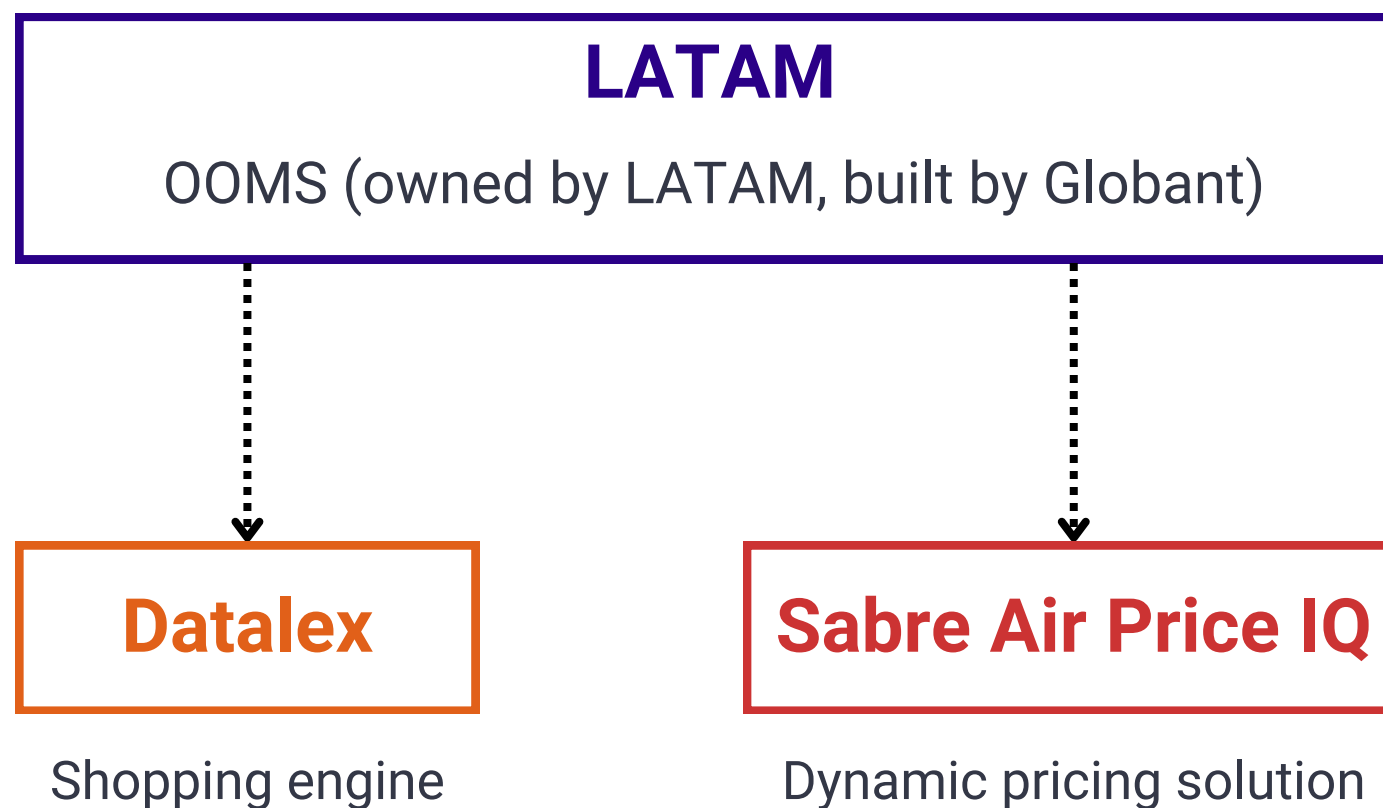
April 2024

LATAM leverages owning OOMS to deliver dynamic pricing

LATAM is to increase its pricing capabilities having adopted Sabre's solution, Air Price IQ.

LATAM has been a user of Datalex's shopping engine.

LATAM's Offer-Order Management System is made possible using Globant as its technology partner. This allows LATAM to have a "best of breed" vendor portfolio.



Travelport launches Avianca's NDC

Travelport has introduced Avianca's NDC content and servicing capabilities on its Travelport+ platform.

Avianca recently increased its surcharge from \$6 to \$8.

Agency users of these countries have access to the content:



Europe*



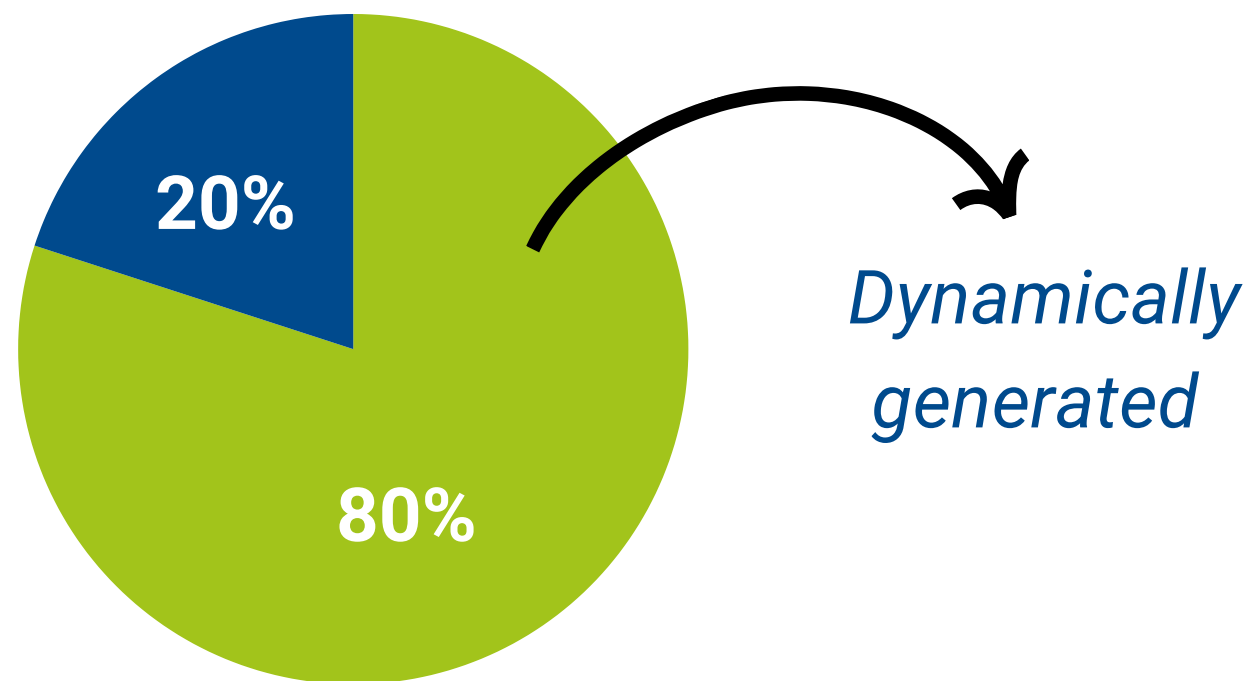
South America: Colombia

*Details of countries unspecified

ATPCO launches Product Catalogue

Designed by the industry, the product catalogue allows airlines to define each product (e.g., wifi) they provide rather than defining these through set fare brands. Airlines can use the product catalogue to create custom bundles based on the traveller's needs.

ATPCO's goal for dynamic offer adoption by 2026



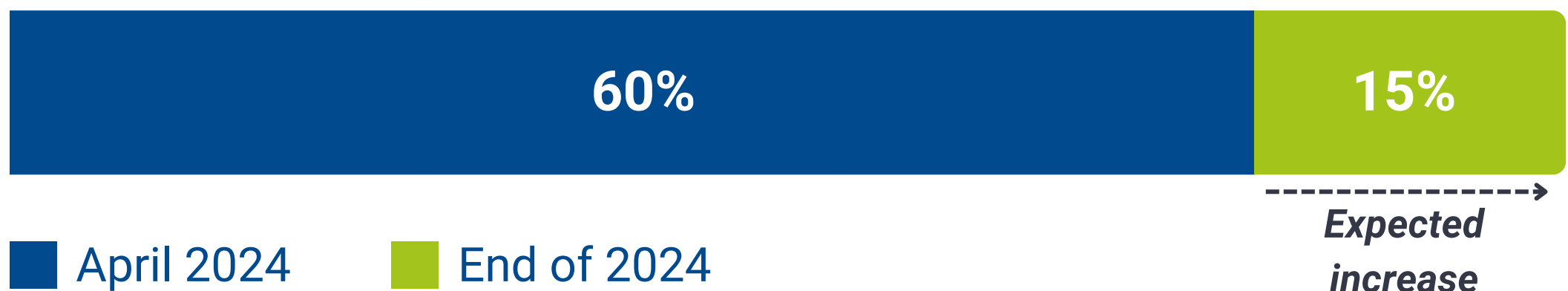
Offers sold by airlines in 2026

NDC progress announced at UATP's conference

Lufthansa Group will announce a new NDC program that focuses on servicing corporate travelers and order management. Their goal is to achieve full offer and order by 2028 - 2030.

Spotnana is in the final stages of completing NDC integrations with Emirates, Air France - KLM and British Airways.

Hawaiian Airlines expects NDC to account for 75% of its indirect channel volume by the end of 2024.



Airlines expand on NDC and retailing efforts

American Airlines: NDC content launched on Aeronology, a multi-channel booking engine. American Airlines will also introduce dynamic pricing later this year.

TAP Portugal: The carrier's NDC content is now available to agents using the APG platform, in over 120 countries.

Hawaiian Airlines: Adventure Inc. becomes the first OTA based in Japan to sell Hawaiian's NDC content via ticket reservation platform skyticket.

Air Canada: Amadeus launches Air Canada's NDC content in Japan.