

TRAVEL DISTRIBUTION AND RETAILING UPDATES

Weeks 5 & 6, 2025

This edition contains news on:

- Lufthansa
- Nok Air
- Azerbaijan Airlines
- AMEX GBT
- DOT
- PROS
- TravelPerk

Lufthansa and AMEX GBT expand NDC

Lufthansa (LH) and AMEX GBT agree to expand and accelerate the availability of NDC fares.

This will allow AMEX GBT customers to access LH NDC-only fares and special offers for Lufthansa, Swiss, Brussels Airlines, Austrian Airlines, and Discover Airlines.

AMEX GBT claims that their more than 15,000 customers can currently access NDC content of more than 20 airlines. The TMC was one of the first corporate travel sellers to sell NDC content distributed via the GDS.

AMEX GBT suppliers and customers



20+ Airlines



15000+ Customers

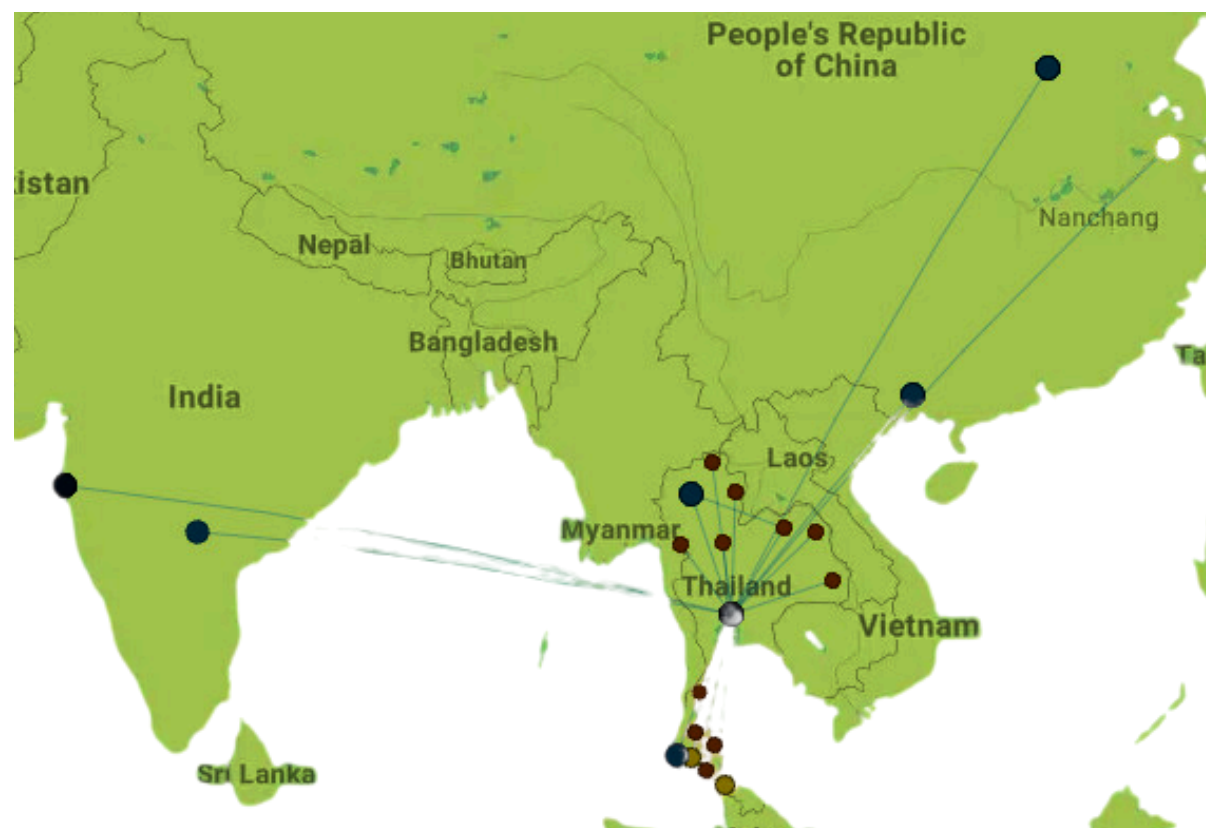
Nok Air enters Sabre GDS

Nok Air, a Thai low-cost carrier (LCC), has entered the Sabre GDS to distribute the content to travel agencies.

Nok Air's CEO aims to broaden the carrier's reach to both leisure and corporate travellers.

The carrier, founded in 2004, operates throughout Thailand and regional destinations including fly and ferry services reaching islands not connected via air.

Nok Air's network



Lufthansa to use AI-based dynamic pricing

Lufthansa (LH) and PROS have announced that LH will expand its use of PROS Request-Specific Pricing to PROS Dynamic Ancillary Pricing.

LH and PROS have a long-lasting relationship and started the implementation of continuous pricing in 2019. In 2022 LH and PROS rolled out PROS Request-Specific Pricing using interest and preference information, as well as shopping context.

Next to LH group airlines airBaltic is the other carrier using PROS Dynamic Ancillary Pricing platform.

More industry updates

Azerbaijan Airlines (AZAL) and Travelport renew their distribution agreement to continue giving travel sellers access to AZAL's full range of retail-enabled content via the Travelport+ platform.

TravelPerk acquires Yokoy, a Switzerland-based AI-powered expense robot founded in 2019. Alongside, TravelPerk received an additional investment of \$200M valuing the company at \$2.7B.

DOT rule requiring airlines to disclose ancillary fees **remanded by US court** due to procedural flaws. The court found issues with late-introduced data in the rulemaking process. Compliance remains stayed, pending procedural fixes.

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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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