

oystin

TRAVEL DISTRIBUTION AND RETAILING UPDATES



WEEKS 27 & 28, 2026

THIS EDITION CONTAINS NEWS ON:

Azerbaijan Airlines | Cebu Pacific | EgyptAir | EVA Air | Finnair |
FitsAir | Lift | Premier Airlines | Southwest Airlines | Turkish
Airlines | Amadeus | Lufthansa Systems | TPConnects | Travelport

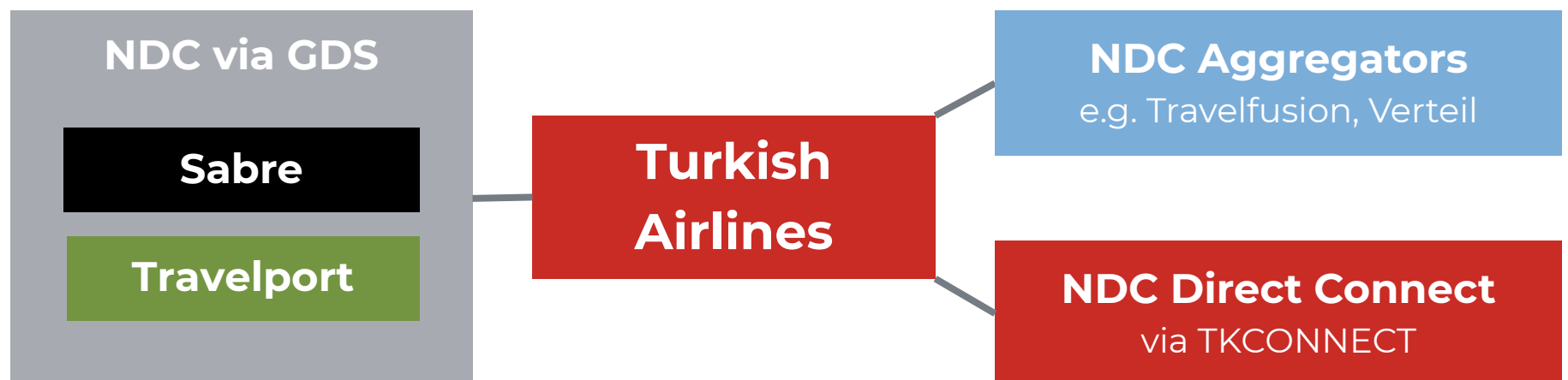


TURKISH AIRLINES SIGNS NEW TRAVELPORT DISTRIBUTION DEAL

Turkish Airlines (TK) and Travelport have extended their long-standing partnership by signing a new multi-year distribution agreement, including NDC. Under the deal, TK's content will be accessible to Travelport-connected agencies through both Smartpoint and TripServices, including advanced merchandising capabilities and NDC-only fares once NDC goes live.

The agreement makes Travelport the second of the three major GDSs to include NDC in its terms with TK, following Sabre's renewed deal earlier this year after a 10-month go-dark.

Turkish Airlines' NDC distribution channels





EGYPTAIR DEPLOYS IATA NDC 24.4 VIA TPCONNECTS' ASTRA

EgyptAir has gone live with IATA NDC 24.4 via TPConnects' Astra platform, becoming the first airline in the Middle East and Africa region to deploy the latest NDC standard. The 24.4 standard introduces improvements across order management, servicing and accounting, including service-level pricing precision and real-time order-based accounting.

EVA AIR GOES LIVE ON VERTEIL NDC DIRECT CONNECT

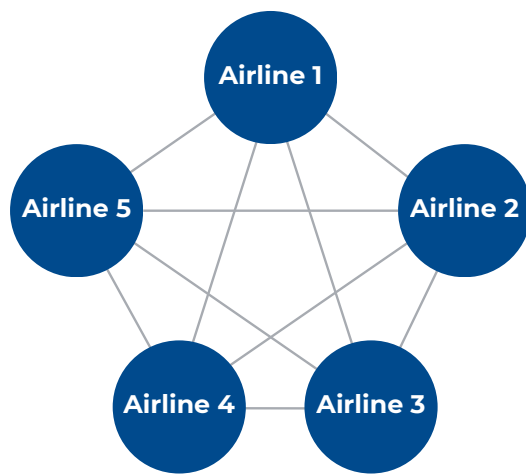
EVA Air has gone live on Verteil Direct Connect, giving travel agencies, TMCs and OTAs worldwide access to the airline's NDC content including fare families, ancillaries and end-to-end servicing. The integration gives EVA Air scalable reach across global markets through Verteil's network of 18,000+ travel sellers, without requiring multiple direct connections.



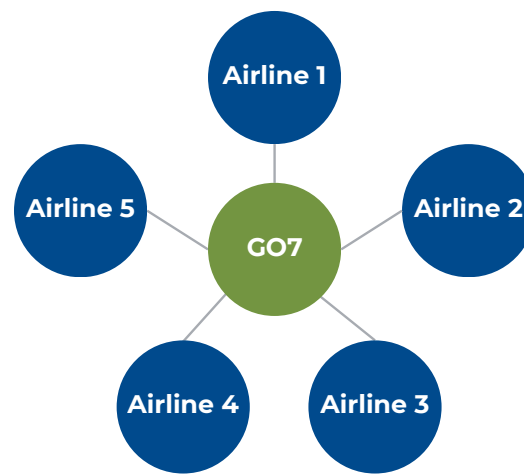
SOUTH AFRICAN LLC LIFT ADOPTS GO7 VIRTUAL INTERLINING

Low-cost carrier Lift has implemented GO7's Orchestrated Virtual Interlining solution, allowing it to sell connected journeys across carriers on a single booking. Unlike traditional interline agreements, which require bilateral airline negotiations, virtual interlining creates connections technically without formal contracts, while still covering baggage transfer and disruption guarantees.

The African aviation market is heavily reliant on codeshares and interline agreements, which makes virtual interlining a faster route to expanding connectivity and growing direct bookings.



**Traditional interlining:
10 agreements**



**Virtual interlining:
5 agreements**



FINNAIR ADOPTS LUFTHANSA SYSTEMS' SIRAX/ONE ORDER

Finnair has selected SIRAX/ONE Order, Lufthansa Systems' order accounting and settlement solution, enabling fully automated, real-time order accounting and settlement as part of its transition toward IATA ONE Order.

The adoption is the latest step in Finnair's retailing modernisation, which has included the expansion of NDC distribution and the adoption of Amadeus Nevio for native orders and ancillary bundling.

Finnair's recent NDC and retailing efforts



APR 2025

NDC deal signed with Amex
GBT



JUL 2025

Finnair Agency Sales Tool
powered by TPConnects
migrates to NDC 21.3



JUN 2026

Finnair selects Lufthansa
Systems' SIRAX/ONE
Order



FEB 2025

Finnair NDC goes live on
Travelport



MAY 2025

Finnair launches first
Nevio 'native order'



SEP 2025

Launch of ancillary
combos via Amadeus
Nevio



CEBU PACIFIC WINS DISTRIBUTION DISPUTE AGAINST AIRASIA MOVE

The High Court of Malaya has ruled in favor of Cebu Pacific against MOVE Travel, the operator of AirAsia MOVE. Cebu Pacific filed the case in June 2024, after MOVE had been selling its flights without authorization while using its trademarks, misleading customers into believing it was an approved distribution partner. MOVE has been barred from distributing or selling Cebu Pacific flights, with the amount of damages to be determined in separate proceedings.

The ruling reinforces airlines' right to control their distribution and may set a potential precedent for how unauthorized OTA ticket sales are treated across Southeast Asia.

Consequences of the Cebu Pacific court ruling



Amount of damages to be determined in separate trial



Cebu Pacific banned MOVE from selling their flights



Potential industry precedent for OTA distribution rights



MORE AIRLINE UPDATES

Azerbaijan Airlines has signed a technology partnership with Amadeus covering distribution, revenue management and pricing. The airline will deploy MetaConnect, giving it access to metasearch platforms including Skyscanner and Kayak as well as 40+ additional travel providers, expanding its reach across global digital travel channels.

FitsAir, Sri Lanka's privately owned international airline, has signed a global distribution agreement with Amadeus, making its full flight content available to Amadeus-connected travel sellers worldwide. The deal supports FitsAir's strategy to strengthen indirect distribution as it continues to expand its international route network.

Premier Airlines, a Nairobi-based regional carrier, has made its inventory live on Amadeus and Travelport. With these agreements in place, Premier Airlines gains access to a wide network of IATA-accredited travel agencies and online travel platforms, strengthening the airline's commercial reach.



AIRLINE AI & RETAILING UPDATES

Travelport has integrated its TripServices API into Orchestra, the central content hub of **Travelsoft**, a French travel technology group. Through this single integration, both EDIFACT and NDC content are now available across Travelsoft's booking platforms, including Travel Compositor, airQuest, Atcore and Tigerbay.

Corporate travel technology provider **Vibe** has launched an MCP server allowing its TMC clients to connect booking workflows with AI assistants including ChatGPT, Claude and Microsoft Copilot. Travelers can search, book and manage travel in natural language, while bookings remain tied to approved content, corporate policies and reporting systems. UK TMC ITG Business Travel is already live with the integration.

Atlas, an LCC distribution infrastructure provider connected to 140+ airlines, has opened its platform beyond large enterprise travel businesses to independent travel sellers, developers and AI-native companies. The move reflects the growing role of AI-native players as a new category of travel seller.



PAYMENTS UPDATES

Southwest Airlines has partnered with **Klarna** to add buy now, pay later (BNPL) options to its website and app, launching later this year. Customers will be able to pay in full, split the cost into four interest-free installments, or finance their trip over time. Southwest serves over 134 million customers annually, making it one of Klarna's largest travel partnerships to date.

South African low-cost carrier **Lift** has introduced Apple Pay, Google Pay and cryptocurrency payments via **Ozow**, becoming the first airline in the country to offer all three. Additional payment options include installment plans via RCS and PayU, Mobicred financing and 1Voucher.





HELPING AIRLINES SUCCEED IN DISTRIBUTION.

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- 1) Distribution Discovery - ORIENTATION AND SCOPING WORKSHOP(S)
- 2) Distribution Strategy - END-TO-END PROJECT
- 3) Distribution as a Service - ONGOING EXPERT SUPPORT

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