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TRAVEL DISTRIBUTION AND RETAILING UPDATES

WEEKS 21 & 22, 2026

THIS EDITION CONTAINS NEWS ON:

ITA Airways | Jet2.com | Riyadh Air | SAS | SriLankan Airlines | Wizz Air | Amadeus | Anthropic | Blocksky | Coforge | Cognizant | Expedia | FCM | FLYR | KAYAK | Navan | PROS | Sabre | Travelport

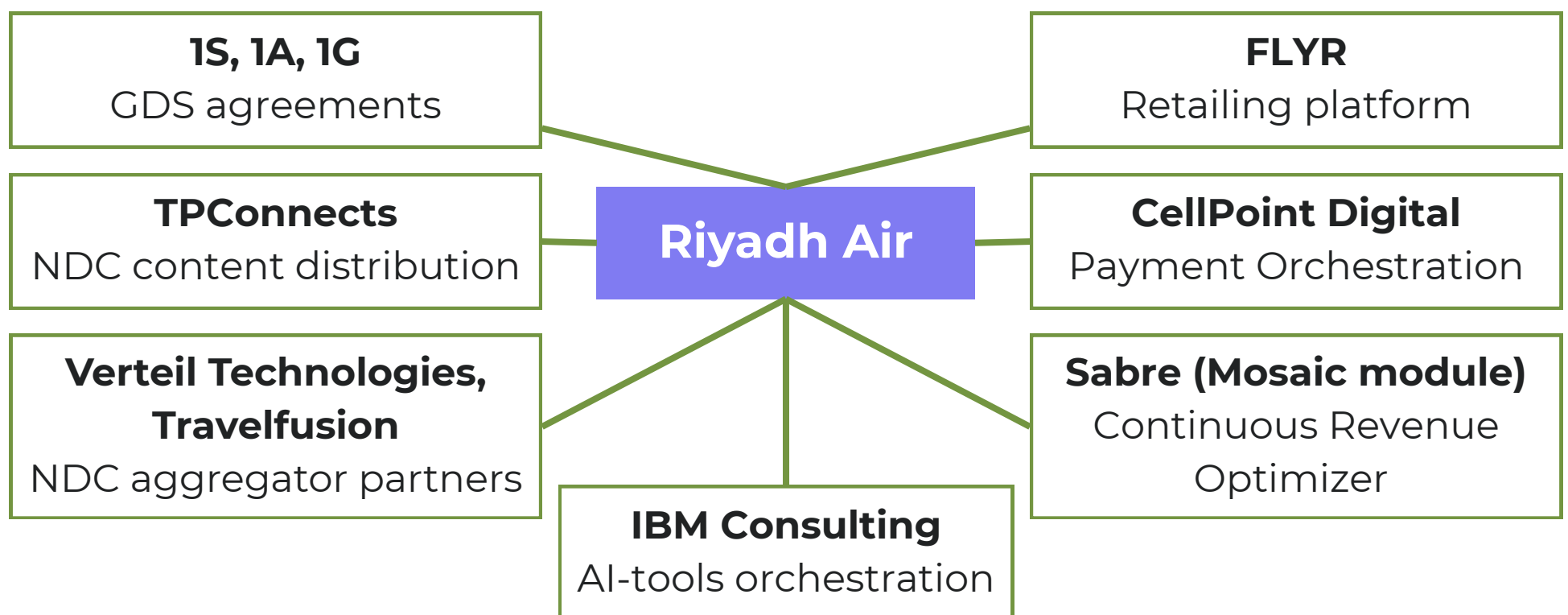


RIYADH AIR GOES LIVE WITH FLYR'S OFFER & ORDER PLATFORM

Riyadh Air has officially launched, built on Flyr's retailing platform. The airline is the first carrier to launch with 'a true Offer & Order architecture, live end-to-end, with no legacy PSS underneath'. Currently, 25% of airlines expect to have fully implemented Offer and Order by 2027-28, per IATA's Readiness and Roadmap report.

This year, Riyadh Air's NDC content has also gone live via Travelfusion and Verteil Technologies.

Selection of Riyadh Air's technology and commercial partnerships





ITA AIRWAYS SIGNS NDC DISTRIBUTION DEAL WITH SABRE

ITA Airways signed a distribution deal with Sabre, making its NDC content available through the Sabre Mosaic Marketplace. The news comes just two months after the carrier signed a similar deal with Travelport. The move aligns with ITA's broader integration into the Lufthansa Group, which is acquiring a further 49% stake to bring total ownership to 90%. From May 05, 2026, ITA's content went live on the LHG's NDC channels.

Other recent updates from ITA Airways



MAR 2026

LHG to integrate ITA content into NDC platforms from 5 May; Accelya NDC partnership



APR 2026

ITA Airways joins Star Alliance as 26th member; Connects to TPConnects



JAN 2025

Lufthansa Group acquires 41% stake in ITA Airways for 325M EUR



MAR 2026

Long-term distribution deal incl. NDC signed with Travelport



MAY 2026

LHG to acquire further 49% stake; Distribution deal signed with Sabre



RECORD FINE LEVIED ON AMADEUS OVER CUSTOMER DATA USAGE

Spain's data protection authority, the AEPD, found that Amadeus combined GDS passenger booking data, including archived PNR records from 2019, with customer data held by two hotel chains to build traveller profiles. The pilot ran across two hotel contracts in 2021-22 and was designed to power hyper-personalised retailing products for airlines, hotels, and travel agencies. Travellers received no notice that their data was being used this way.

Amadeus made a voluntary payment, given a 20% reduction for early payment of the fine, without admitting any liability. The GDS provider disputes the ruling, arguing the pilot was a three-month test to generate aggregated statistical patterns only and that no personal data was shared externally.

14.4 Million EUR

***amount paid by Amadeus as a voluntary payment, 20%
reduction from initially levied 18 million EUR fine***



TRAVELPORT ENGAGES ANTHROPIC AND COGNIZANT FOR AI

Travelport has announced a three-way collaboration with Cognizant and Anthropic to modernise its booking and servicing infrastructure using AI.

Anthropic's Claude model and MCP protocol are being used to build an interface layer that translates conversational travel requests into confirmed bookings with live availability.

Cognizant provides the engineering capability to deploy this at scale across Travelport's codebase. The initial focus is Travelport Trip Services, with first customer-facing features expected later in 2026.





WIZZ AIR ENTERS AGREEMENT WITH TECH PLATFORM ATLAS

Hungarian ULCC Wizz Air has entered into a distribution agreement with corporate LCC booking platform Atlas. Under the agreement, Wizz Air's fares and ancillaries are now available to travel sellers on Atlas using a direct API. Currently, the launch is live in Central and Eastern Europe, the Middle East, and North Africa.

The deal follows similar deals with Kyte and Travelfusion in 2025. Earlier this year, the carrier launched WIZZ Link, a new booking platform developed in collaboration with Dohop. The tool allows passengers to book multi-leg itineraries in a single transaction.

JET2.COM AND AMADEUS EXPAND PARTNERSHIP

Amadeus and Jet2.com have extended their long-standing Ticketless Access partnership, with Amadeus integrating Jet2.com's upgraded API. The deal gives Amadeus-connected travel agents continued access to Jet2.com content.



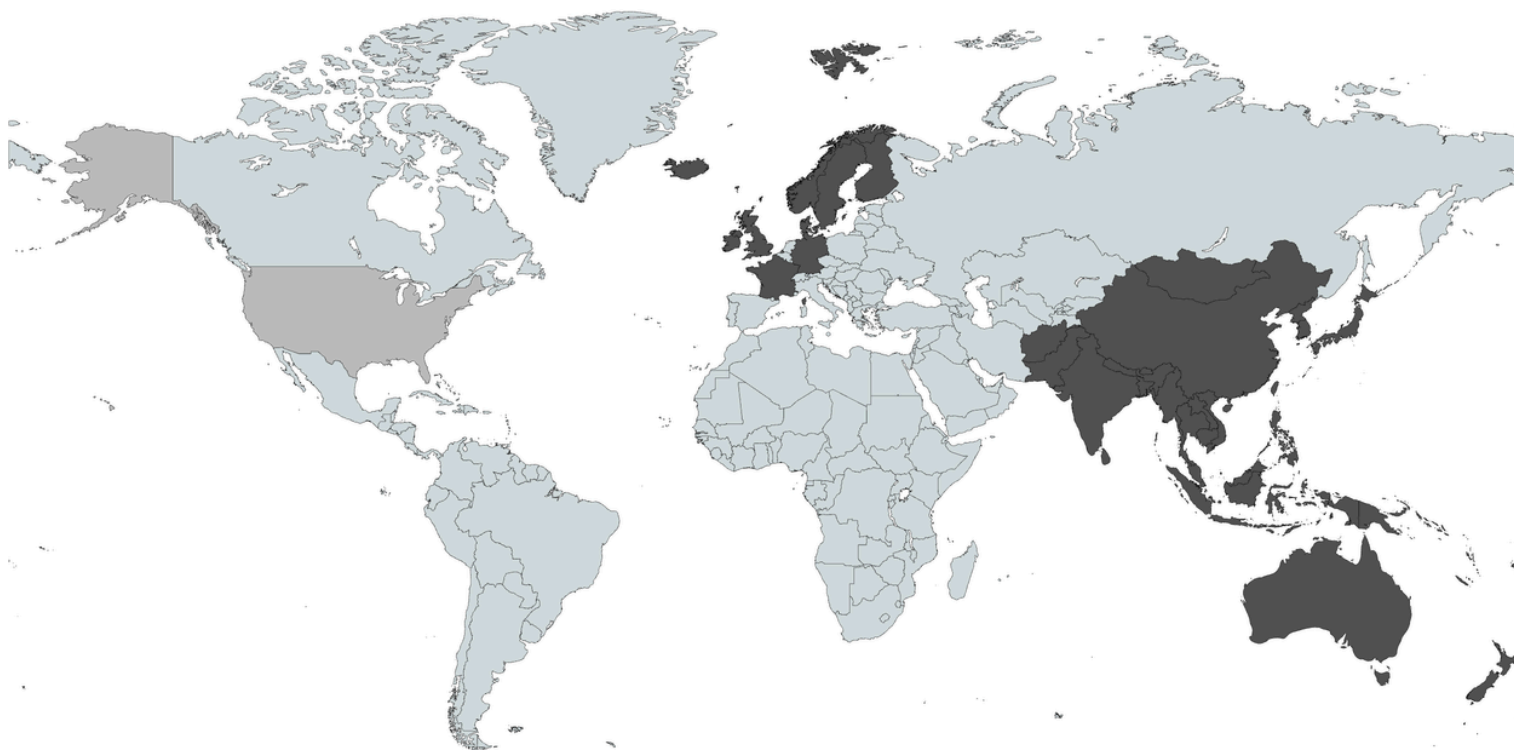
NAVAN INTEGRATES SAS NDC CONTENT AMID AI DEVELOPMENT

Navan has integrated NDC content from SAS via a direct connect.

NDC bookings made via Navan bypass the carrier's per fare component EDIFACT GDS surcharge. Simultaneously, Navan has also integrated over 20 Swedish rail providers on its platform.

Navan has also launched a suite of AI tools for corporate travel and expense management, including conversational booking via chat and voice-based expense capture. The tools are currently in beta.

Current rollout of SAS NDC content on Navan



- APAC
- France
- Germany
- Ireland
- Nordics
- UK
- US (Planned)



SRILANKAN AIRLINES EXTENDS PARTNERSHIP WITH PROS

SriLankan Airlines has extended its retailing partnership with PROS for six years, with a renewed agreement effective Jan 01, 2026. The agreement covers PROS Offer Marketing solutions for real-time, demand-based pricing and digital offer generation across SriLankan's retail touchpoints.

SriLankan reported 13% passenger revenue growth in the first three quarters of FY2025-26.

KAYAK, FCM, AND BLOCKSKYE TO BUILD ENTERPRISE SOLUTION

FCM Travel, KAYAK for Business, and Blockskye have announced a global partnership to build an integrated enterprise travel product combining booking, payments, and servicing in a single solution. Flight Centre Travel Group, FCM's parent company, also made an investment in Blockskye as part of the deal. The product targets enterprise clients across FCM's network of 95+ countries and is expected to launch later in 2026.



INDUSTRY AI UPDATES

Expedia Group has announced plans to launch a B2B MCP server in the coming months, allowing partner AI agents to connect directly to its travel inventory through a more AI-friendly interface built on top of its existing Rapid API. Q1 2026 B2B revenue grew 25% year on year. Additionally, Expedia Group announced it will be acquiring CarTrawler, with the deal expected to close in H2 2026.

BCD Travel has launched an MCP framework across its TripSource platform to power agentic AI for corporate travel programmes. It covers air, hotel, and car shopping (rail coming soon) and booking in a single interface.

Coforge has launched Aeronova.AI, an AI framework to help airlines move from legacy PNR systems to OOSD operations. The framework allows airlines to modernise in phases, running new and old systems side by side, without disrupting day-to-day performance.



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- 2) Distribution Strategy - END-TO-END PROJECT
- 3) Distribution as a Service - ONGOING EXPERT SUPPORT

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