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TRAVEL DISTRIBUTION AND RETAILING UPDATES

WEEKS 19 & 20, 2026

THIS EDITION CONTAINS NEWS ON:

Drukair | ITA Airways | Lufthansa Group | Virgin Atlantic |
AirGateway | Amadeus | Mindtrip | PayPal | Sabre | Travelport |
Verteil



SABRE REPORTS POSITIVE Q1 2026 FINANCIAL RESULTS

Sabre's Q1 2026 financial results showed air distribution bookings grew 6%, the company's strongest rate in over two years, driven by market share gains in the Americas. Despite the recent impact from the Middle East conflict, the full-year predictions stay intact.

On the same earnings call, CEO Kurt Ekert accused Amadeus of holding a dominant monopoly position in airline IT, claiming it uses control over the Altéa PSS to block airlines from adopting competing OO solutions. Sabre confirmed it is exploring regulatory and legal remedies; Amadeus did not directly respond. Sabre has recently been focused on pivoting from its legacy GDS identity toward becoming an "AI-native technology leader".

	Reported value	Change vs. Q1' 2025 (YoY)	Change vs. Q4' 2025 (QoQ)
Marketplace Revenue	618 mio USD	+ 9%	+ 17%
Air distribution bookings	87 mio	+ 6%	+ 24%



AMADEUS REPORTS RELATIVELY STABLE Q1 2026 RESULTS

Amadeus reported in Q1 2026 that distribution revenue remained almost flat YoY, due to a cancellation spike in March because of the Middle East conflict. Bookings took a dip YoY (-0.2%)

Amadeus confirmed it is advancing its planned 1.2 billion EUR acquisition of IDEMIA Public Security, a biometrics and identity services provider, as part of its AI-enabled ecosystem strategy.

The Q1 results are in tandem with Amadeus' recent share price weakness, with the stock down approximately 20% year-to-date. In 2025, Amadeus signed 61 airline distribution agreements and reached 75+ NDC airline agreements as of 31 December.

	Reported value	Change vs. Q1' 2025 (YoY)	Change vs. Q4' 2025 (QoQ)
Air distribution revenue	822 mio USD	- 0.2%	+ 11%
Bookings	128 mio	+ 0.1%	+ 11%



EXCERPT: 1A AND 1S 2025 TO TODAY SHARE PRICE EVOLUTION

Relative changes in share price (compared to 01 Jan, 2025)



Since January 2025, both Amadeus and Sabre have experienced significant share price declines. Sabre hit an all-time low of 0.81 USD in late February 2026 before recovering to approximately 1.90 USD. Amadeus has followed a steadier but persistent decline, trading at approximately 49 EUR in mid-May 2026, down around 30–35% from its January 2025 levels.



LHG TO TAKE MAJORITY (90%) OWNERSHIP OF ITA AIRWAYS

Lufthansa Group has announced it will acquire a further 49% stake in ITA Airways, bringing total ownership to 90%, with the transaction expected to close in Q1 2027, subject to regulatory approval. ITA will retain its brand and operational identity as a near-wholly owned subsidiary. From 5 May 2026, ITA's content went live on the LHG's NDC channels, also confirmed via AirGateway.

Other recent updates from ITA Airways



MAR 3, 2026

LHG announces ITA content integration into NDC platforms from 5 May



MAR 30, 2026

Long-term distribution deal incl. NDC signed with Travelport



JAN 2025

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



MAR 26, 2026

Accelya NDC partnership announced



APR 2026

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



VIRGIN ATLANTIC LAUNCHES APP IN CHATGPT

Virgin Atlantic has become the first airline to launch an official app within ChatGPT. The integration allows users to search for flights and find travel inspiration directly within the ChatGPT interface, with bookings then completed through Virgin Atlantic's own channels.

DRUKAIR GOES LIVE WITH NDC ON VERTEIL DIRECT CONNECT

Drukair – Royal Bhutan Airlines, the flag carrier of the Kingdom of Bhutan, has gone live with NDC via Verteil Direct Connect. The activation follows a broader push into global distribution: earlier in 2026, the carrier went live on the Amadeus Travel Platform under a distribution agreement signed in November 2025, and separately signed a payment gateway deal with Worldpay.



MINDTRIP LAUNCHES 'ALL-IN-ONE AGENTIC AI' BOOKING EXPERIENCE'

Mindtrip launched Mindtrip Flights on 6 May 2026, a conversational AI booking experience powered by Sabre's Mosaic APIs and PayPal's agentic commerce services. Travellers can search, compare, and complete flight bookings entirely within a chat interface without being redirected to an external site.

Sabre provides access to airlines; PayPal handles in-chat checkout. Earlier this year, Sabre announced this partnership as the 'industry's first end-to-end agentic AI experience for travel planning and booking'.

AI-enabled travel experience powered by:

Mindtrip

Conversational
Consumer AI

PayPal

Agentic
Commerce

Sabre

Travel Technology and
Agentic AI



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