

TWO LEADING AIRLINE DISTRIBUTION CONSULTANCIES PARTNER

- Airline commerce and distribution is undergoing rapid change. Technology and business are more interlocked and interdependent than ever before.
- Thus, independent airline distribution consultancies Travel in Motion and Oystin Partners have joined forces to drive airline distribution and retailing to the next level, covering strategic airline IT and commercial business capabilities.
- The partnership between Travel in Motion and Oystin Partners will have a team of eleven in offices across North America, Europe and APAC.
- News is announced ahead of the Rethinking Retail and World Aviation Festival in London this week.

Monday 29 November, Horgen, Switzerland and Gräfelfing, Germany: Today two leading independent airline distribution consultancies – [Travel in Motion](#) and [Oystin Partners](#) – have announced a strategic partnership to drive airline distribution and retailing to the next level.

As part of this partnership henceforth the two consultancies are now able to jointly work together on projects as one team.

Together the industry benefits from eleven highly experienced aviation professionals with teams in North America, Europe and Asia Pacific, offering global support.

The joint team has over 150 years of aviation industry experience and has worked on over 60 distribution assignments, negotiated over 120 GDS agreements and planned and executed several airline commercial system digital transformation programs.

Over 70 airlines on five continents, including some of the largest and most innovative, have worked with Travel in Motion and Oystin Partners – plus technology vendors such as Datalex, Datatrans, PCI Proxy, and PROS, as well as industry organisations such as the International Air Transport Association (IATA).

By joining forces, Travel in Motion and Oystin Partners now offer airlines a complete range of services including strategy and implementation, negotiation preparation, versatile cost recovery, content differentiation strategies, retail transformation and both NDC and ONE Order strategies and implementations. Technology vendors and other industry partners will benefit from the holistic airline IT and commercial model expertise of the two companies.

Daniel Friedli, Partner at Travel in Motion comments: “We are really very excited to confirm this strategic partnership today. This is a natural progression of many years of successful industry collaboration, mutual clients and mutual respect between ourselves.

“We look forward to adding even greater value to our aviation industry partners of every type by driving change in the industry with strategy, data and technology as our enablers – focusing on the future of distribution, retailing and customer centricity.”

Felix Dannegger, Managing Partner at Oystin Partners comments: “Together we are so much more than the sum of our parts. Jointly, we can solve a wider range of challenges – providing strategic, technological, and organizational advice, conducting negotiations and procurement on behalf of our clients covering the commercial and technology dimensions, as well as giving training. We will also provide these services with a holistic approach and a global presence, jointly addressing the interdependencies between airline businesses and commercial systems.

“Despite growing in stature our core values of rigorous analytics and intellectual honesty, combined with creativity and empathy, will remain unchanged – as will our strict policy of complete independence, integrity and customer focus – without any hidden interests. Thus, our joint work within the industry is driven by these values, which can be summarized as being an empathic, honest, neutral, but also challenging partner – driving the industry forward through thought leadership and best practices.”

This news comes ahead of the Rethink Retail event in London on Tuesday 30 November, followed in the two days after by the World Aviation Festival, where some of the team from Travel in Motion and Oystin Partners will be available to discuss their new partnership.

About Travel in Motion and Oystin Partners

Travel in Motion and Oystin Partners are dedicated to driving airline commercial strategies and airline retailing to the next level, guiding airlines, tech providers and other members of the aviation value chain on their digital transformation journey.

Oystin Partners helps airlines around the world become better retailers by taking control of distribution; whilst Travel in Motion supports airlines and airline solution providers with expertise in eCommerce, airline retailing and digital transformation, and customer experience related travel topics.

Together their diverse team of eleven professionals working from offices in North America, Europe and Asia Pacific together have over 150 combined man years of experience of commercial distribution models and airline technology best-practice.

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By partnering with clients, they can jointly build a commercial strategy, reshape a distribution ecosystem, define a retail transformation strategy and lead its execution.

This can be achieved by optimising commercial and business processes related to distribution and retailing, covering key elements such as channels, products and customer experience.

Travel in Motion and Oystin Partners take pride in always finding bespoke solutions for clients, driven by joint core values of rigorous analytics, intellectual honesty, empathy and efficiency – and *always* without hidden interests.

<https://www.oystin.com/>

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