

# ***AIRLINE DISTRIBUTION AND RETAILING UPDATES***

***Weeks 37 & 38, 2024***

**This edition contains news on:**

- Aer Lingus
- Air India
- Air Serbia
- Air Transat
- Airlink
- IndiGo
- PLAY airlines
- Turkish Airlines
- Virgin Australia

# Turkish Airlines evolves distribution strategy

Turkish Airlines will introduce an EDIFACT surcharge from 1 October. It will be 24 USD per ticket.

The surcharge is not applicable to direct channel and NDC bookings.

The airline has also integrated with ARC, the US-based clearing house, to enable US sales via NDC.

## Timeline of TK's recent distribution strategy

### May 2024

TK announces its **NDC Channel**, TKCONNECT

### August 2024

TK goes **dark on Sabre**, with Sabre also removing TK-operated flights marketed by other airlines from their platform

### September 2024

TK announces **aggregator integrations**, **ARC Direct Connect integration**, and a **24 USD per-ticket EDIFACT surcharge**

## **Expedia integrates Aer Lingus NDC**

Expedia has integrated Aer Lingus NDC. They gain access to the same fares and products available via Aer Lingus' website.

## **Airlink adopts Accelya's FLX Select product**

Airlink, a regional South African carrier is to provide an NDC API using Accelya's new "FLX Select" product, which aims to provide NDC to airlines in 90 days.

The product is aimed at smaller carriers seeking a standardised SaaS-like package. Out of the box it offers desired capabilities and connectivity to several prominent aggregators.

# Amadeus signs NDC deals with IndiGo and Virgin Australia

Indian low-cost carrier, IndiGo, has reached an agreement with Amadeus to distribute its content to travel agents globally.

IndiGo is projected  
to have over

**110**

Million passengers  
flown in 2024

Virgin Australia has renewed its distribution contract with Amadeus, including for the first time NDC. NDC has no set implementation date.

# Sabre signs airline deals

**PLAY Airlines**, an Iceland-based low-cost carrier, has signed a multi-year agreement with Sabre to distribute the carrier's content. The airline first announced its entry into the traditional GDS environment in May.

**Air India** is set to launch NDC via Sabre, though the launch timeline remains undisclosed. Air India incorporated the 21.3 schema of NDC earlier this month.

**Air Transat** has extended its Sabre contract by one month to continue renewal negotiations, delaying the airline's potential go-dark on Sabre on September 17.

**Air Serbia** has expanded its agreement with Sabre whereby the PSS provider will act as the carriers NDC IT provider.

# Airline payments industry updates

**Outpayce**, Amadeus' payments company, has partnered with **IATA**, enabling airlines to accept account-to-account (A2A) transactions made from IATA Pay via the Outpayce Xchange Payments Platform. Philippines Airlines is the first carrier to implement this service.

**UATP**, a global travel payments platform, is facilitating airline connectivity for **Klarna**, allowing for growth in flexible Buy Now Pay Later (BNPL) opportunities.

**CellPoint Digital**, a payment orchestration solution provider, will run payment orchestration services for **Arajet**, a carrier from the Dominican Republic.

**Recent airline integrations for CellPoint Digital include:**

Riyadh Air

VoePass

La Compagnie

# ***TOGETHER, WE CREATE AND BRING TO LIFE STRATEGIES DRIVING TRAVEL RETAIL.***

Visit [oystin.com](https://oystin.com) or [travelinmotion.ch](https://travelinmotion.ch) to learn more about our:

- 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

**PDF version only:**

**[Click here to receive these updates fortnightly in your inbox](#)** 