

oystin

TRAVEL DISTRIBUTION AND RETAILING UPDATES



WEEKS 29 & 30, 2026

THIS EDITION CONTAINS NEWS ON:

Aeroitalia | Air Canada | Air Europa | Air India | Air Transat |
Air Zimbabwe | Allegiant Air | American Airlines | Avianca | Etihad
Airways | GOL Linhas Aéreas | Kuwait Airways | Riyadh Air | SAS



GOL MAKES DOMESTIC CONTENT AVAILABLE ON AMADEUS

GOL Linhas Aéreas, one of Brazil's leading carriers and part of the Abra Group, has expanded its content availability on Amadeus, making its domestic flights accessible to all Amadeus-connected travel sellers in Brazil for the first time.

The content is available via EDIFACT through the Amadeus Travel Platform, giving Brazilian agencies broader access to GOL's inventory through their existing booking workflows. The carrier's international content has been available across all three GDSs.



- Brazil is part of the top 5 largest domestic aviation market globally
- ~100M domestic passengers in Brazil annually
- ~60 domestic destinations served by GOL
- ~33% GOL's domestic market share in Brazil

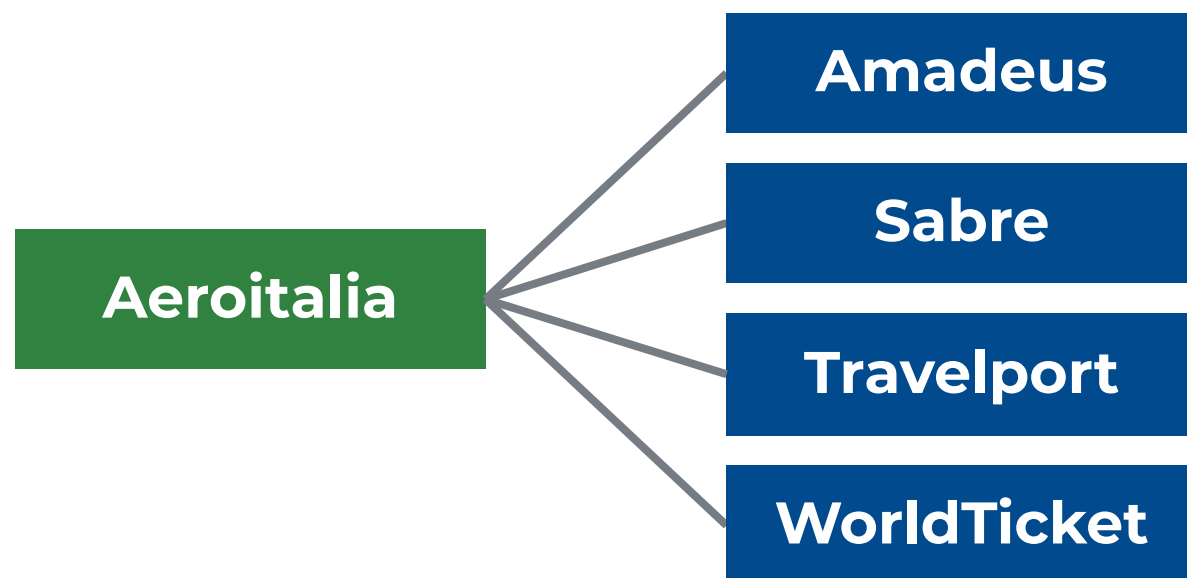


AEROITALIA SIGNS DISTRIBUTION AGREEMENT WITH TRAVELPORT

Aeroitalia, an Italian carrier launched in 2022, has signed a multi-year distribution agreement with Travelport, making its flights available to Travelport-connected agencies for the first time. From year two of the agreement, rich content and branding capabilities will also be activated, including resident fares.

The carrier now has distribution agreements with all three GDSs. The deal reflects Aeroitalia's broader push to expand its distribution footprint as it continues to grow its network across Italy and beyond.

Snapshot of Aeroitalia's distribution partners



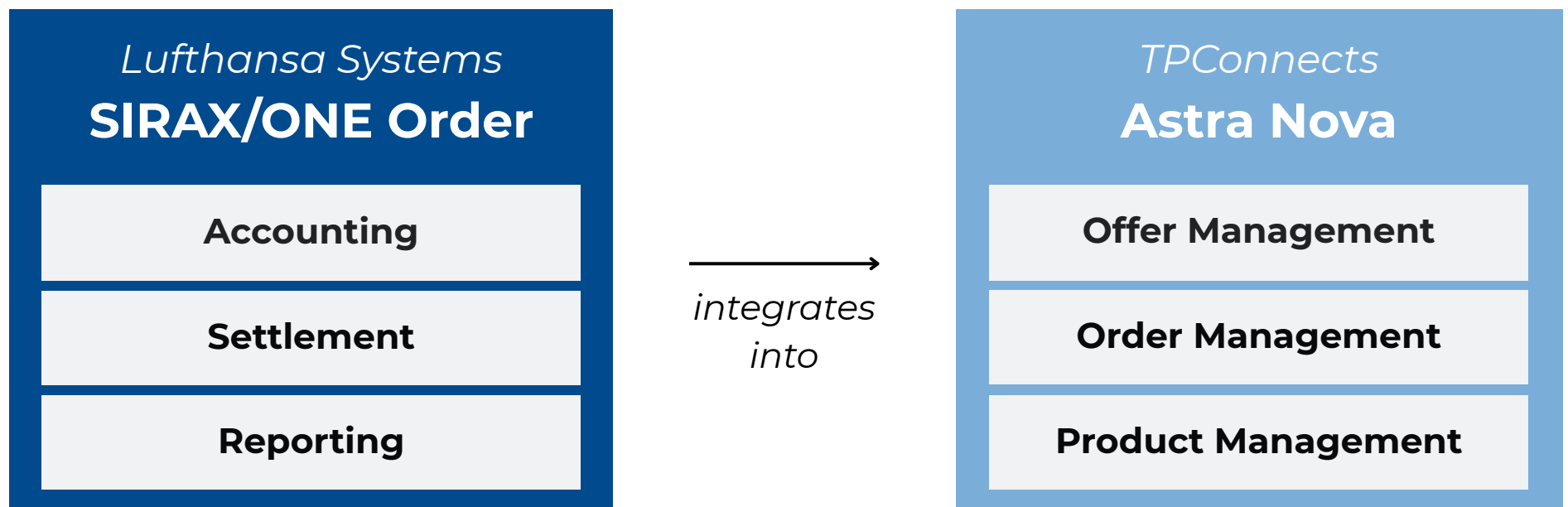


TPCONNECTS AND LUFTHANSA SYSTEMS PARTNER ON ONE ORDER

TPConnects has partnered with Lufthansa Systems to integrate SIRAX/ONE Order into its Astra Nova platform, adding order-based accounting, settlement, and reporting to its existing offer and order management capabilities. Aligned with IATA ONE Order standards, the solution supports parallel processing of legacy documents during the transition period.

The partnership follows Lufthansa Systems' recent agreement with Finnair on the same solution.

How SIRAX/ONE Order extends Astra Nova





AIR ZIMBABWE RETURNS TO GDS DISTRIBUTION VIA TRAVELPORT

Air Zimbabwe (UM) has signed a multi-year distribution agreement with Travelport, returning to global GDS distribution for the first time in over a decade. Earlier, the two companies completed a technical integration connecting Air Zimbabwe's Crane central reservation system to Travelport's infrastructure. Travelport-connected agencies can now access Air Zimbabwe's content through Travelport+ and Smartpoint.

Air Zimbabwe's distribution journey



JUL 2025

Clears USD 1M+ debt to international service providers



JUL 2026

Returns to GDS via new multi-year deal with Travelport



PRE-2015

Active on GDS; withdraws due to accumulated debt to international service providers including IATA



JUL 2026

Establishes Crane CRS connection to Travelport's infrastructure, enabling GDS distribution

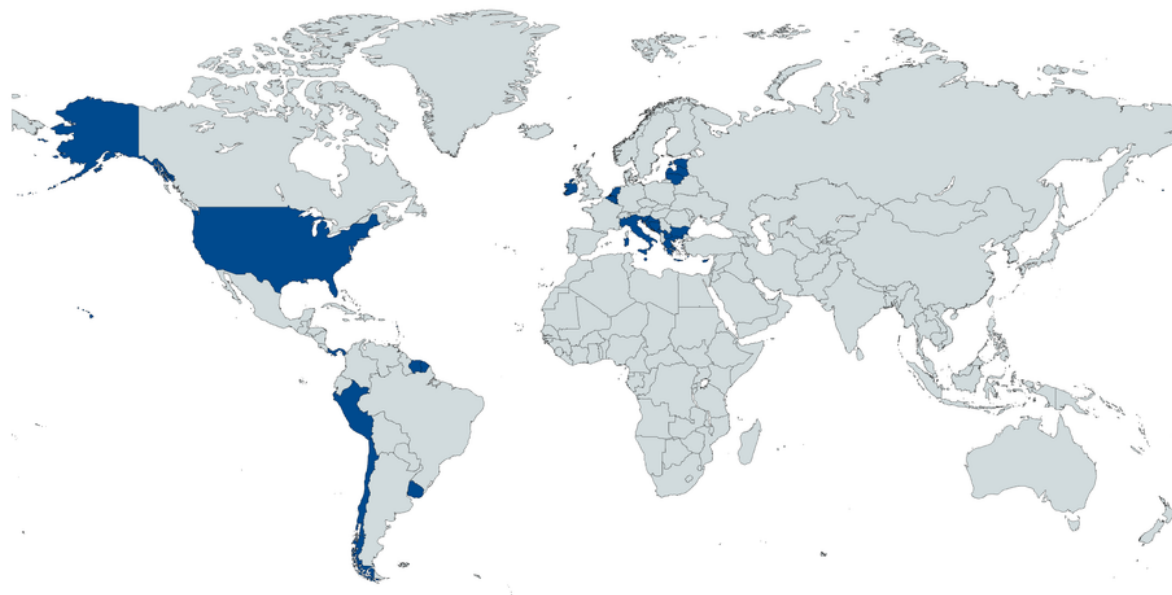


HAHNAIR EXPANDS DISTRIBUTION NETWORK AND NDC REACH

Hahnair has added 10 new mobility partners to its global network in 2026, including Air Chathams (New Zealand), Badr Airlines (Sudan), Contour Aviation (US), Fanjet Express (Kenya) and HiSky Europe (Romania). The company now connects 390+ partner airlines with 100,000+ travel agencies across 190 markets.

Since May 2025, Hahnair has been rolling out Distriply One, an NDC booking platform that allows travel sellers to access NDC content without GDS infrastructure. The platform is now live in 25+ markets across Europe and the Americas.

Distriply ONE's global market coverage





TRAVELPORT ENABLES AIR CANADA FLIGHT PASS SERVICING

Travelport has integrated Air Canada's Flight Pass into Smartpoint and TripServices, allowing travel agents to shop, book, and service prepaid one-way flight credits without leaving their workflow.

The update offers a workaround to a structural servicing gap, as prepaid credit products do not map cleanly onto traditional PNR-based booking logic, a challenge the industry has yet to resolve.

SAS ADOPTS AMADEUS AI PRICING OPTIMIZATION

Scandinavian carrier SAS has deployed Amadeus Air Pricing Optimization, an AI-powered tool that dynamically adjusts fares based on demand patterns, competitive pricing and market conditions.

The solution is part of SAS's broader commercial modernisation following its restructuring, helping the airline improve revenue management and pricing responsiveness across its network.



EXPEDIA BECOMES ALLEGIAN'T'S FIRST OTA PARTNER

Expedia Group has signed an exclusive 12-month agreement with Allegiant, becoming the airline's first ever authorised online travel agency partner.

Allegiant's full network of 566 routes across 124 US cities will be available across all Expedia Group brands in the United States, marking a significant shift for a carrier that had never previously authorised an OTA partnership.

ATLAS ADDS AIR TRANSAT NDC CONTENT

Atlas, an LCC distribution infrastructure provider, has added Air Transat NDC content to its platform, extending its North American leisure coverage. The integration gives travel sellers connected to Atlas access to Air Transat's fares and ancillaries through a single API connection.



EU MANDATES FEE REIMBURSEMENT FOR CANCELLED FLIGHTS

The EU has finalised a regulation requiring travel intermediaries, including TMCs and GDSs, to reimburse their own transaction fees alongside the original ticket price when flights are cancelled. A limited exemption exists for lump-sum or volume-based fee arrangements. The regulation is expected to enter into force in 2027 and mirrors the logic of EU261, which has long required airlines to reimburse passengers directly within seven days of a cancellation.

Industry groups have responded negatively, arguing the rule could force significant changes to TMC business models, with higher service fees, revised contracts or reduced service offerings.

Requirements of the EU Mandate for travel intermediaries



Transaction fees on cancelled flights must be reimbursed



All fees must be disclosed before booking is finalised



Reimbursement within 7 days of airline refund



EU PROPOSES TO BROADEN DISTRIBUTION NEUTRALITY RULES

In May 2026, the European Commission published COM(2026)231, proposing to replace the 2009 CRS Code of Conduct. Rather than governing only traditional GDSs, the proposal would extend neutrality and non-discrimination obligations to a broader range of platforms, including OTAs and metasearch. While airlines are not explicitly exempt, the proposed scope excludes codeshare, interline and group sales, leaving current airline practices unaffected. However, multi-modal MAR capabilities might fall within the scope of the proposed regulation.

Feedback to the proposal can still be submitted before the consultation period closes on 31 July 2026.

New regulatory scope of the 2026 MDMS proposal

Multimodal Digital Mobility Services (MDMS)

Any platform that provides schedules, availability, and fares for transport products from two or more operators of the same mode of travel

B2B MDMS

Serves business users (e.g. GDS)

B2C MDMS

Serves the end-consumer directly (e.g. OTAs)



TPCONNECTS AND CUMBAYA PARTNER ON AI BOOKINGS

TPConnects has partnered with Cumbaya, an AI booking platform used by TMCs and agencies, to provide GDS, LCC and NDC content via its Iris API.

Cumbaya uses the connection to build hyper-personalised itineraries, with FCM, Lufthansa City Centre, and Uniglobe already among its users.

SPOTNANA LAUNCHES MULTI- AGENT AI ARCHITECTURE

Spotnana, a cloud-native corporate travel platform, has introduced a multi-agent AI architecture designed to automate routine servicing tasks for travel agents. The system handles schedule change disruptions, brings externally booked trips into the platform, and acts as an agent co-pilot. The move is part of Spotnana's broader push to embed agentic AI across its platform infrastructure.



MORE INDUSTRY UPDATES

Travelfusion has partnered with **Wooba**, a Brazilian travel technology platform serving over 8,000 agencies across the Americas. Travelfusion's content will now be available via Travellink by Wooba, giving the entire Wooba ecosystem access to its flight inventory.

Corporate travel management platform **Perk** has launched an MCP connector enabling users to interact with travel bookings through AI assistants including ChatGPT, Claude, and Microsoft Copilot. The move adds Perk to a growing list of corporate travel platforms deploying MCP servers, alongside Navan and Vibe.

Omio, a multimodal travel booking platform covering rail, air, bus, and ferry, has raised 8.7 million EUR to accelerate its expansion in Japan and Southeast Asia. The investment follows Omio's recent agreement to acquire Rail Europe and its launch in Japan earlier this year.



AIRLINE PARTNERSHIP UPDATES

Riyadh Air has signed an Memorandum of Understanding (MoU) with **Air Europa** as it expands its European presence. The agreement coincides with the launch of Riyadh Air's inaugural Madrid service, establishing the first direct scheduled link between the two capitals.

Etihad Airways and **Abra Group**, the holding company of Avianca and GOL, have signed an MoU to strengthen connectivity between Latin America, the Middle East, and other key global markets. The agreement covers codeshare arrangements, loyalty reciprocity, and fleet cooperation.

Saudia and **Air India** have signed an MoU to expand strategic cooperation, building on their existing codeshare agreement. Areas of focus include network connectivity, terminal co-location, and loyalty programme cooperation. There is also potential to extend the partnership to their respective low-cost subsidiary airlines, flyadeal and Air India Express.



PAYMENTS UPDATES

US low-cost carrier **JetBlue** has partnered with **ClarityPay** to offer flexible financing options on jetblue.com and its mobile app. Customers can access interest free instalment plans on bookings. TrueBlue loyalty points continue to accrue on eligible purchases.

American Airlines has added **Venmo** as a payment option on aa.com, with mobile app availability planned for a future phase. The airline has also expanded Apple Pay across additional purchase paths, reflecting growing passenger preference for mobile-first payment methods when booking travel.

Kuwait Airways has partnered with Kuwaiti deferred payment provider **Deema**, allowing passengers to split ticket purchases into four equal fee-free instalments effective August 1. The service will initially launch through sales offices and the call centre before expanding to the airline's website and app.



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

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