



TRAVEL DISTRIBUTION AND RETAILING UPDATES



THIS EDITION CONTAINS NEWS ON:

Air Europa | Air Peace | Lufthansa | Oman Air | Pan American World Airways | Qantas | Riyadh Air | Thai Airways | WestJet | Accelya | Amadeus | Atriis | Navan | PROS | Sabre

LUFTHANSA ANNOUNCES NDC PROGRAM PREMIUM PARTNERS

Lufthansa Group (LHG) has released its ranking of NDC Connectivity Program - Premium Partners, giving the title to 10 aggregators. None of the GDSs are named as Premium Partners in the ranking.

Last year, LHG introduced a new incentive-based program for NDC aggregators. The program introduced a rewards system in which participating aggregators can reach one of three tiers (Standard, Advanced, or Premium) based on their performance across six strategic pillars. Benefits differ by ranked tier and include prioritised support, exclusive insights, and marketing opportunities.

LHG's inaugural ranking of Premium Partner aggregators

| | |
|--------------------|---------------------|
| Aaron Group | TPConnects |
| AirGateway | Travelfusion |
| ProQuest | Verteil |
| SoftConEx | Wondermiles |
| Technoly | Wooba |

OMAN AIR SIGNS NDC DEAL WITH TRAVEPORT

Oman Air has signed a multi-year deal to distribute NDC content through Travelport+, marking the carrier's first GDS NDC agreement. The partnership provides Travelport+ users with access to NDC content, including 'dynamic pricing, rich content and a full range of ancillary services,' and sees continued distribution via EDIFACT.

Recent distribution updates from Oman Air



WESTJET DEEPENS TECHNOLOGY PARTNERSHIP WITH SABRE

WestJet Airlines has extended its agreement for the SabreSonic Passenger Service System (PSS). The deal sees the continued use of Sabre as WestJet's PSS provider.

Sabre and WestJet have a long-standing partnership of over 25 years; most recently, in 2024, the carrier signed a renewed multi-year distribution contract with the GDS to continue distribution via EDIFACT and provide access to NDC content.

WestJet's recent distribution updates

- **Feb 2026:** Technology partnership extended with Sabre incl. PSS
- **Aug 2024:** Distribution deal signed with Amadeus incl. NDC
- **Aug 2024:** Distribution deal signed with Sabre incl. NDC
- **Jul 2024:** Renewal with Accelya for FLX platform
- **May 2024:** Distribution deal signed with Travelport incl. NDC

AIR EUROPA EXPANDS ROLL OUT OF AGENCY PORTAL

Air Europa has expanded its integration with Retailaer to make the Travel Agency Portal available to agents in six more countries. Last year the carrier began its first phase of integration with a limited group of travel agency partners in Spain.

The Retailaer integration allows agents to shop and service Air Europa content via Retailaer's Offer and Order Management System. Retailaer is an airline retailing and distribution platform.

Current rollout of Air Europa's Travel Agency Portal



- Belgium
- France
- Italy
- Netherlands
- Portugal
- Spain
- United Kingdom

MORE AIRLINE UPDATES

Thai Airways has signed to implement three **Amadeus** NDC products - Altéa NDC, Air Dynamic Pricing, and Anytime Merchandising. The move aims to expand Thai's retailing efforts and to 'establish the foundation' for OOM.

Pan American World Airways has signed a Letter of Agreement with **Amadeus** as the 'strategic technology partner' to support the carrier's return to commercial service. Amadeus will be the PSS and distribution provider, enabling both NDC and EDIFACT distribution. The airline is currently pending FAA and DOT certifications.

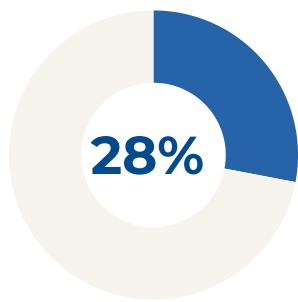
West African carrier **Air Peace** has signed a multi-year agreement with **Travelport** to distribute its content via the Travelport+ platform. The deal provides Travelport-connected agents worldwide with access to the airline's full content.

SABRE LAUNCHES AI POWERED TOOL TO TACKLE L2B SURGE

Sabre has announced Cache-powered Intelligent Shopping as part of its SabreMosaic platform to deliver bookable results in less than 500 milliseconds. The AI-based system brings together EDIFACT, NDC, LCC, and private content and toggles between cached and live poll data to help reduce look-to-book (L2B) ratios.

Earlier this year, initial reports from Air France-KLM indicated a similar tool from Amadeus (Advanced Airline Profile) cut 70% of "unproductive" traffic. Amadeus is rolling its solution out to all its NDC airlines, with full integration expected by Q1 2026.

Hybrid NDC/EDIFACT infrastructures and the advent of agentic AI have caused L2B (measuring the average number of price/shopping requests per booked segment) ratio growth to accelerate.



reduction in L2B ratios reported by agencies via measured deployments of the Sabre solution

You can read Oystin's take on the factors causing an increase in the L2B ratio in our Distribution Insights 2025: <https://share.hsforms.com/11e01OnS6TAe5OpYLI613lwzaam>

NAVAN UPGRADES NDC WITH QANTAS, RETIRES TMC BRAND

01

Navan has upgraded its **Qantas** connection to the latest version of the NDC 24.1 standard and has joined the carrier's "Premium NDC Program". Effective 1 July 2025, Qantas implemented a multi-tiered NDC model, including an invitation-only "Premium NDC" option, bypassing surcharges and offering exclusive fares and servicing.

02

Navan is retiring the **Reed & Mackay** brand and migrating all customers to the Navan platform. The move transitions Reed & Mackay's 'high-touch' offering into a new 'premium' service tier within the Navan ecosystem. Navan acquired the TMC in 2021.

In the last month, Navan has entered a direct connection with Emirates and expanded its API integration with Booking.com.

The travel tech company launched its IPO in Oct 2025.



AMADEUS TO DECOMMISSION SELF-SERVICE API PORTAL

From July 17, 2026, Amadeus will shut down the self-service API portal for developers and disable all associated API keys. As of March 2026, new registrations on the website will be paused. The API Enterprise portal and connected APIs remain live and unaffected.

The move forces smaller developers and startups to either migrate to enterprise contracts or find alternative data sources. Some in the industry worry that this move amounts to Amadeus battening down the hatches in response to AI unpredictability.

ATRIIS ANNOUNCES THREE NEW AIRLINE NDC CONNECTIONS

Atriis, a corporate travel platform, has announced the integration of NDC content from British Airways, Iberia, and Qatar Airways, powered via its integration with Sabre. The platform entered multi-source agreements with all three GDS between 2024 and 2025. Other recent airline integrations include Air Canada, Emirates, LOT Polish Airlines, and TAP Air Portugal.

MORE INDUSTRY UPDATES

Accelya has reported a YoY surge in NDC bookings for Q4 2025. Corporate NDC bookings grew by 168% and GDS NDC bookings by 162% compared to Q4 2024.

Riyadh Air and **Mastercard** have entered a strategic partnership, announcing the launch of Riyadh Air-branded Mastercard credit and prepaid cards in 2026 for Saudi residents. The cards enable customers to earn flights and upgrades. Riyadh Air is the 'first airline globally to introduce an airline-branded virtual card program for travel trade settlements'.

PROS' B2B business has been acquired by **Conga**, a Thoma Bravo company. The split of the B2B business positions PROS purely as a travel technology provider.

Late last year, tech investment firm Thoma Bravo acquired PROS Holdings in an all-cash deal valued at USD 1.4 billion, making PROS a privately held company.



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- 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

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