

AIRLINE DISTRIBUTION AND RETAILING UPDATES

Weeks 3 & 4, 2025

This edition contains news on:

- Air France-KLM
- American Airlines
- British Airways
- JetSMART
- Vietnam Airlines
- Saudia
- Amex GBT
- OpenAI
- US DOJ

American Airlines launches continuous pricing

American Airlines (AA) has launched continuous pricing in 'select markets', though specific details have not been disclosed.

Since announcing plans for continuous pricing 'coming soon' in 2023, AA has significantly changed its distribution and commercial strategy. These changes included reinstating removed content in EDIFACT and cancelling plans to reserve loyalty benefits for agents meeting certain NDC adoption criteria.

Since the strategy reversal, AA has maintained an omnichannel distribution approach. Despite continuous pricing being launched, the airline remains committed to providing all content via agent's preferred channels.

JetSMART signs with Sabre

JetSMART, a Chilean ultra low-cost carrier (ULCC), has signed a multi-year agreement with Sabre to distribute the carrier's content. After having connected to Amadeus in 2022, the ULCC's content will now also be available to Sabre agents in the traditional GDS environment.

JetSMART's GDS relationship

April 2022

JetSMART announces **distribution agreement with Amadeus**, making 1A the first GDS to host the ULCC's content

January 2025

JetSMART signs a **distribution agreement with Sabre**, expanding its reach via GDSs

Vietnam Airlines joins ARC Direct Connect

The integration will allow the carrier to establish NDC in the US market.

ARC Direct Connect allows airlines to provide NDC in the US market using ARC's settlement services. ARC Direct Connect airline integrations in 2024 included All Nippon Airways, Kenya Airways, TAP Air Portugal, and Turkish Airlines.

ARC Direct Connect statistics for December 2024*



799

agencies



35

participating
airlines



20.3%

of total
transactions

**Source: ARC (website)*

Saudia NDC content goes live on Sabre

Saudia's NDC content has been launched on Sabre (1S), making 1S the first GDS to host the carrier's NDC fares.

Saudia also expanded its distribution relationship with Amadeus (1A) in December 2024, with the carrier's NDC content and dynamic fares scheduled to go-live via 1A in Q1 2025.

TPConnects implements AF-KL NDC

TPConnects is now providing Air France-KLM's NDC content including all fare families and ancillary services.

Iris, TP Connects' agency platform, is used by travel sellers in North America, Europe, the Middle East, and Asia.

Amex GBT responds to US DOJ lawsuit

Amex GBT has dismissed the DOJ’s antitrust claims over the CWT acquisition deal as baseless, arguing that the industry is competitive and the acquisition would drive innovation. The TMC claims the DOJ’s case relies on outdated, biased information.

A trial date for the Amex GBT/ US DOJ lawsuit has been set for September 2025. The deal was initially planned to be finalised in H2 2024.

Additionally, the UK CMA’s final decision on the deal, originally due January 26, has been delayed to March 09.

Mar 2024

Amex GBT announces a \$570 million acquisition of CWT

Jun 2024

UK CMA launches an investigation into potential monopolistic effects of the acquisition

Nov 2024

CMA issues a provisional report; Amex GBT and CWT propose remedies to address CMA concerns

Jan 2025

US DOJ files lawsuit & due date of CMA’s final decision on the acquisition is further extended

More industry distribution news

Spotnana is now distributing **British Airways'** (BA) NDC content. This includes servicing capabilities and access to additional fares and ancillaries, while bypassing BA's EDIFACT surcharge.

OpenAI has released "Operator", an AI-powered tool that partners with companies like Tripadvisor and Booking.com, among others, to streamline travel planning and bookings.

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

Visit oystin.com or 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



travel in
motion  **oystin**

AIRLINE DOMAIN KNOWLEDGE
— CREATED BY EXPERTS —

 

timacademy

www.timacademy.ch

PDF version only:

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