

TRAVEL DISTRIBUTION AND RETAILING UPDATES

Weeks 9 & 10, 2025

This edition contains news on:

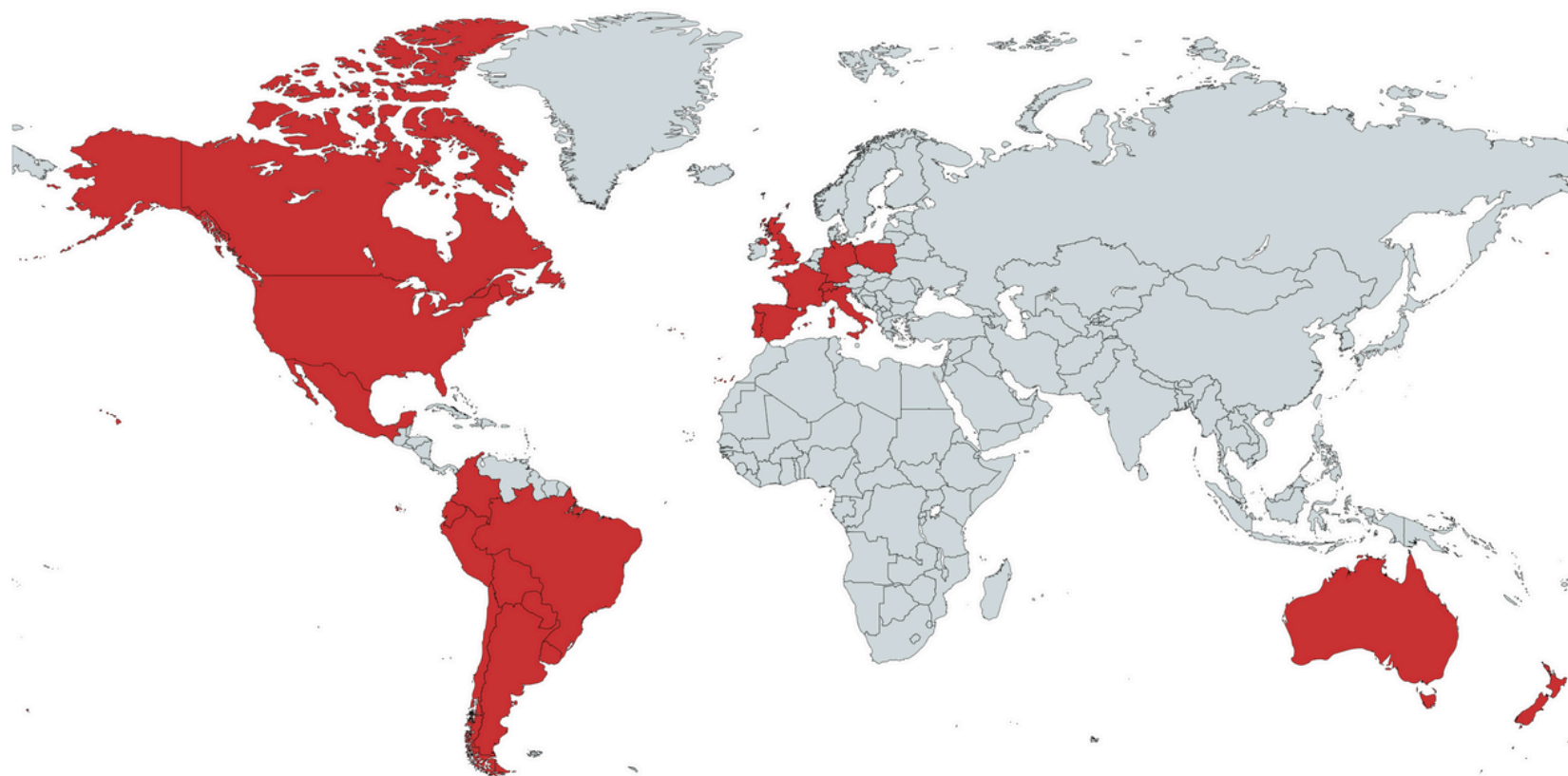
- All Nippon Airways
- BermudAir
- Emirates
- GOL Linhas Aéreas
- LATAM
- Southwest Airlines
- TAP Air Portugal
- Amex GBT
- Expedia
- Amadeus

LATAM NDC goes live on Sabre

NDC content from all seven LATAM passenger carriers is now available on Sabre. The integration is live in 16 countries, with further rollout expected in the coming months.

The NDC partnership was originally announced in 2023. LATAM/Sabre NDC bookings have a 4 USD surcharge for all fare brands except Basic.

LATAM NDC on Sabre is currently available in:



Southwest signs deal with Expedia

The deal marks the first time Southwest Airlines tickets can be purchased via an online travel agency (OTA).

In 2024, Southwest began displaying its fares on Google Flights and Kayak, with the completion of bookings taking place on the airline's website. Southwest previously had a direct-only stance, not working with any metasearch engines or online travel agencies.

Additionally, the airline is also introducing significant changes to its product offering. These changes include reserved seating, premium legroom options, and red-eye (overnight) flights.

Southwest Airlines



Expedia Group

GOL extends tech partnership with Sabre

Brazilian low-cost carrier GOL and Sabre have extended their technology relationship. The deal includes continued use of the Sabre PSS and GDS. GOL has also signed on for Sabre's Ancillary IQ and Dynamic Availability.

ANA NDC now available via OTA Hopper

Japanese carrier ANA has enabled NDC sales via Hopper. The integration marks the first time ANA's NDC is accessible in the US market. Hopper is the third largest OTA in North America.

Amadeus reports 2024 financial results

Amadeus reported full-year results with improvements in distribution KPIs. The growth is attributed to a rise in air traffic and a noted increase in the GDS's market share.

Amadeus has NDC deals with 70 airlines, and implementation has been completed for 31 airlines. The GDS claims NDC adoption will take time as implementation of all NDC connections would require 'another couple of years'.

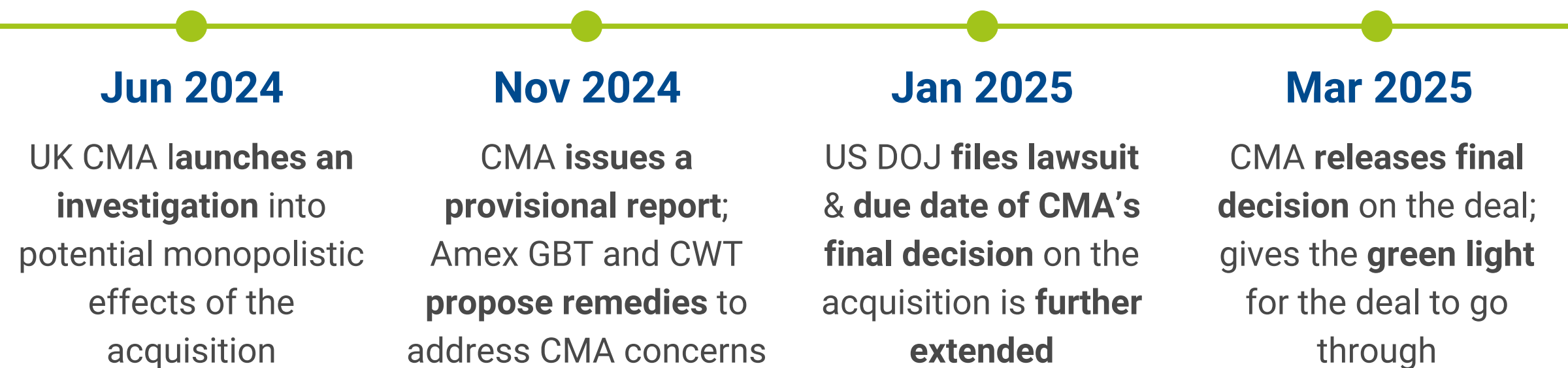
Distribution insights from Amadeus' 2024 financial results

	2024 results	Change vs 2023
Air distribution revenue	€2,946 million	+11%
Total bookings	471 million	+5%
Average revenue per booking	€6.25	+6%

CMA gives green light to Amex GBT/CWT deal

Amex GBT’s acquisition of CWT, initially announced in March 2024, is making headway. The UK Competition and Markets Authority (CMA) has cleared the deal to continue, citing CWT’s weak financial position. The decision contrasts the regulator’s first interim report, which considered the acquisition monopolistic and a hindrance to industry competition.

In the US, a trial date for the Amex GBT/ US DOJ lawsuit regarding the deal has been set for September 2025. The deal was initially expected to close in 2024.



More industry distribution news

Emirates and **Expedia** have expanded their partnership via a full integration of the Emirates NDC API.

BermudAir flights are now bookable via **Amadeus** and **Travelport** via **Hahn Air's HR-169** ticket stock.

Hahn Air's HR-169 ticketing product enables airlines connected to GDS to sell tickets in markets without being connected to the local settlement system.

In 2024, Hahn Air onboarded 10 airlines to HR-169.

TPConnects has entered a strategic partnership with **GO7** to distribute content for leisure and corporate customers via its agency platform, Iris.

Atriis becomes the first corporate travel platform to distribute **TAP Air Portugal's** NDC content. The NDC integration is enabled via Sabre APIs.

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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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