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## From NDC to New Revenue: What every travel agent needs to know about airline retailing





# Agenda

1. Intro to Modern Airline Retailing
2. Opportunities for Travel Agents
3. Supporting your growth journey

# Modernization in travel is at a turning point

## Traveler behavior is evolving

- Expect better digital shopping experiences
- Request greater transparency
- Want greater contextualization

## Agents want future proof retailing

- Ability to differentiate and generate greater customer loyalty
- Simpler access to all relevant content
- Optimize operations to boost performance

## Airlines seek evolution

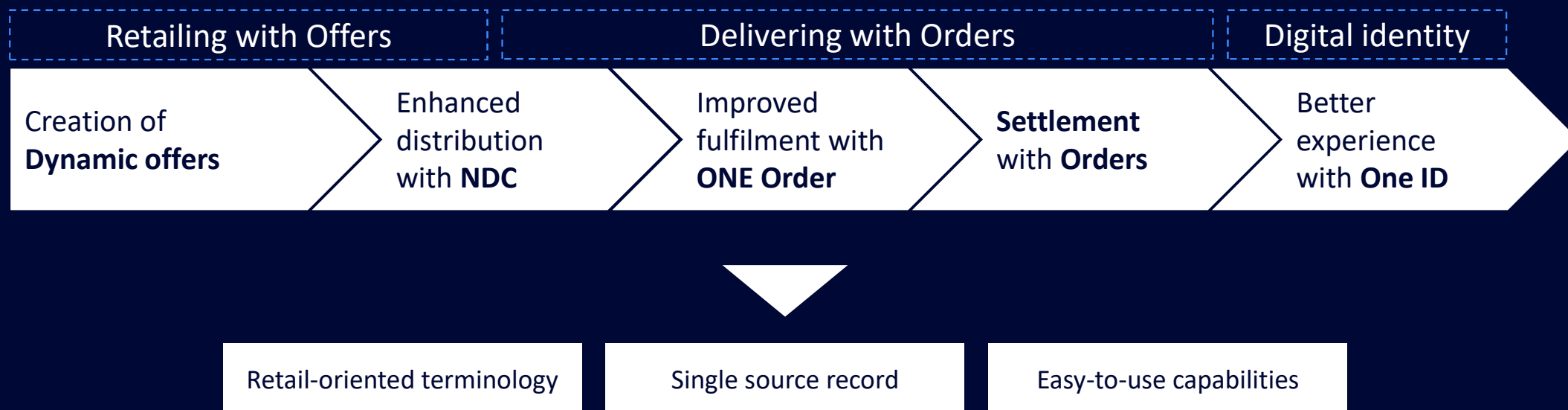
- Improve control on their products
- Increase conversion and yield through personalization and new content
- Simplify IT and processes to reduce costs and promote agility

## Technology requires adaptation to modern needs

- Provide end-to-end digital experiences
- Simplify business processes and connectivity
- Enable faster innovation and partner collaboration

# IATA's "Modern Airline Retailing"

Strategic program with several key projects







# Focus on: Single Source record

```
RP/MIA1A27QA/MIA1A27QA      FV/GS 23APR25/1113Z 4M8NPB
1 SMITH/JOHN MR(ADT) 2 SMITH/LAURA MRS(ADT)
3 AC1651 L 13MAY 2 MIAVUL HK2 0800 1142 NDC
4 AC 834 L 13MAY 2 YULMAD HK2 1850 0750+1 NDC
5 AC 835 L 21MAY 3 MIAVUL HK2 1 1215 1400 NDC
6 AC1652 L 21MAY 3 YULMIA HK2 1935 2323 NDC
7 AP A TRAVELAGENCY@TRAVELAGENCYEMAIL.COM
8 APA 305 09723 0220/S3-6
9 APM +15557778741/S3-6/P2
10 SSR RQST AC HK1 YULMIA/30DN,P2/S6 SEE RTSTR
11 SSR RQST AC HK1 YULMIA/30EN,P1/S6 SEE RTSTR
12 SSR CTCM AC HK1 +15557778741/S3-6/P1
13 SSR DOCS AC HK1 ///30AUG75/M//SMITH/JOHN/S3-6/P1
14 SSR CTRC AC HK1 REFUSED/S3-6/P2
15 SSR DOCS AC HK1 ///04AUG79/F//SMITH/LAURA/S3-6/P2
16 SSR GFML AC HK1 GLUTEN INTOLERANT MEAL REQUEST/S4/P1
17 SSR LCML AC HK1 LOW CALORIE MEAL REQUEST/S4/P2
18 RM NOTIFY PASSENGER PRIOR TO TICKET PURCHASE & CHECK-IN:
    FEDERAL LAWS FORBID THE CARRIAGE OF HAZARDOUS MATERIALS -
    GGAMAUSHAZ/S3,6
19 FA PAX 014-2198051971/ETAC/23APR25/MIA1A27QA/10719166
>>
```




## Order 12345678

### Order Item A1B

Own flight – Outbound	
Other airline flight – Inbound	
Luggage	
Lounge access	

### Order Item C2D

Seat Reservation	
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### Order Item E3F

Hotel booking	
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Order 12345678 will result in  
**6 Services in 3 Items**

#### OrderID

Unique identifier used across all stakeholders (partner airlines, airports, authorities, agencies...)

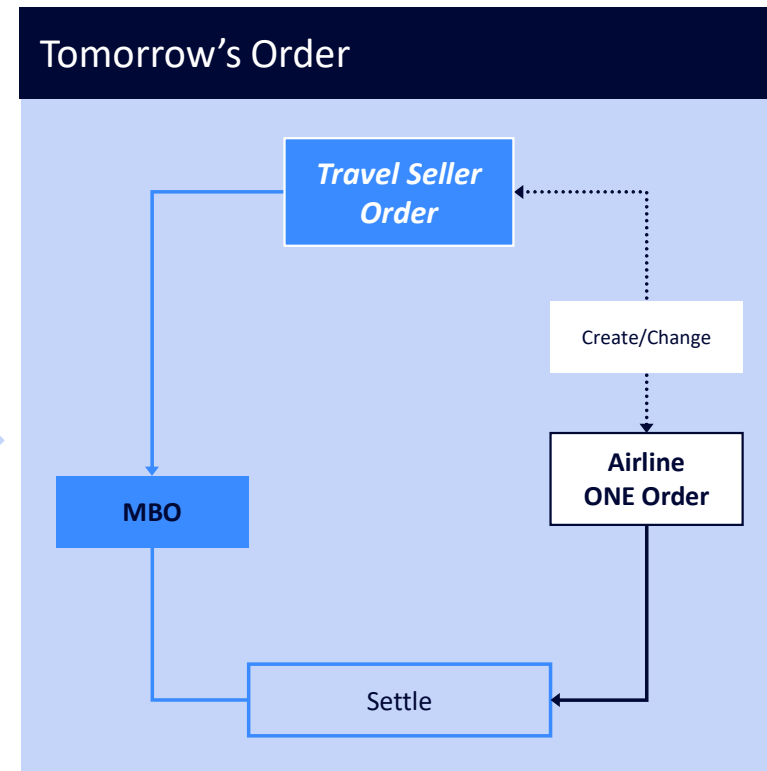
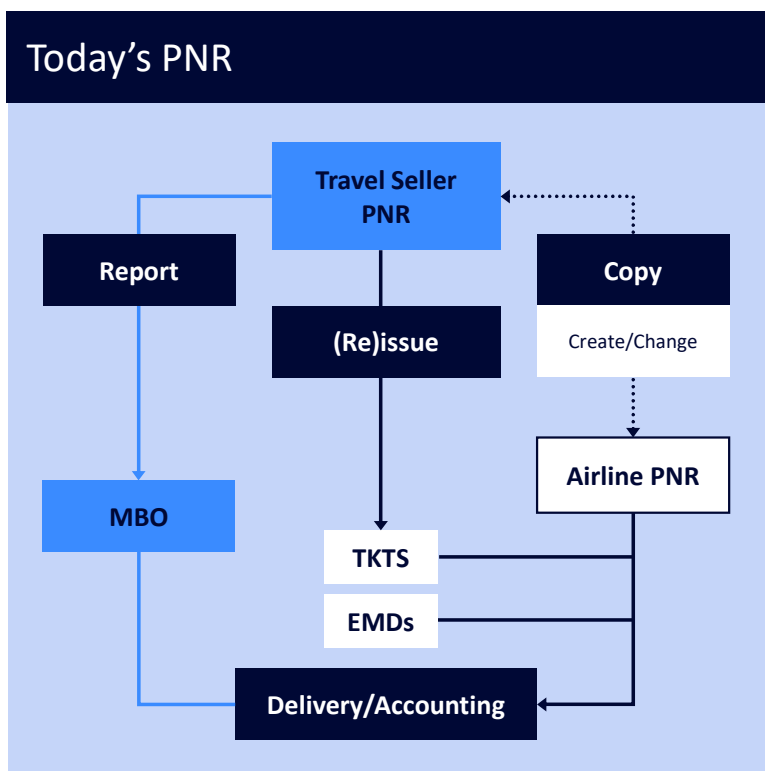
#### Order Item

Several services can be bundled under an Item with a unique price

#### Service

Generic product description flexible to accommodate air and non air

# Focus on: Simplified distribution with ONE Order





# Leveraging the retailing transformation

## Better booking capabilities

- Group bookings
- Fully interlined FSC & LCC including ancillaries

## Smarter retailing flows

- Easy to understand Terms & Conditions
- Real-time settlement and reporting

## Seamless servicing

- End-to-end disruption management
- 100% self-servicing

CONFIDENTIAL

**JAÉN**  
8<sup>th</sup> SUMMIT OF  
TRAVEL AGENCIES  
ASSOCIATIONS  
5-7 November 2025  
*Andalucía*



# How we are supporting your modern retailing transition

## Modernizing IT infrastructure

- Enabling modularity
- Cloud native and AI-powered

## Bridging legacy with new capabilities

- Launched 1<sup>st</sup> iteration of new gen PNR
- Integrating new retailing flows

## We follow your lead

- Transform at your own pace
- Professional Services



# We are transforming Air Shopping & Servicing in Amadeus Selling Platform Connect

Blending cryptic and graphical interfaces into one seamless experience

Featuring a full graphical end-to-end process for EDIFACT & NDC exchanges and refunds, plus new features for even faster servicing

## What's new

Shop by Bound

EDI & NDC for the same itinerary

## Evolutions coming soon

NDC Fare Finder

Dual Display

**Results** 216 results of 216 Travel emissions ⓘ

Duration ▾ Connections ▾ Time ▾ Airlines ▾ More filters ▾

Sort by Convenience ▾

✈ Choose departing flight:

Flight	Date	Time	Class	Fare	CO <sub>2</sub>
UA945	November 16, 2025	FRA 08:40 → ORD 11:10	Cabin Economy (M)	EUR 1,006.62	292 Kg CO <sub>2</sub>
			Cabin Economy (M)	EUR 1,026.62	292 Kg CO <sub>2</sub>
			Cabin Economy (M)	EUR 1,141.62	292 Kg CO <sub>2</sub>
			Cabin Economy (M)	EUR 1,161.62	292 Kg CO <sub>2</sub>
			Cabin Economy (M)	EUR 1,221.62	292 Kg CO <sub>2</sub>
			Cabin Economy (M)	EUR 1,281.62	292 Kg CO <sub>2</sub>
			Cabin Premium economy (M)	EUR 1,795.62	438 Kg CO <sub>2</sub>
			Cabin Premium economy (M)	EUR 1,871.62	438 Kg CO <sub>2</sub>

Compare all fares



## Delivering on your objectives through Amadeus Professional Services

Expertise

Customization

Managed Services

Premium Care

# Key Takeaways

- 1 Modern Airline Retailing is a **multi-year, multi-stage journey**.
- 2 You can **own your modern retailing transformation: get familiarized with NDC and Modern Airline Retailing**.
- 3 **Investments will pay off** in the form of new content, simplified flows and higher customer satisfaction.
- 4 **Amadeus is connecting the dots**, transforming systems and processes that support travel agent strategies toward modern retailing.

Thank you!

