

Unique Distribution: TUIfly Pushes the Boundaries – OTA or Airline?



TUIFLY
HANNOVER,
GERMANY

With the expansion of Navitaire's New Skies® interline, codeshare, and e-ticketing capabilities, a large number of clients have implemented interline sales, codeshare sales and interactive GDS links. To date, New Skies has connections to more than 125 interline carriers, powers 40+ codeshare partnerships and has activated 200+ links to 10 different GDS platforms. The definition of hybrid and low-cost airlines is definitely changing.

Moving beyond these standards, Navitaire has one client that is really pushing the boundaries by combining interline and direct sales. The client is TUIfly (part of TUI AG), based in Germany, which is one of the key players in the European region.

The airline has transformed its website, www.TUIfly.com, to become a true travel portal – one that doesn't just offer its own flights, or a handful of interline or codeshare carrier flights – but offers interline sales of more than 30 airlines, including the full global route network of Lufthansa. In essence, TUIfly.com is being leveraged as an online travel agent (OTA) in the region, an especially bold move in the well-established, high-demand German travel market.

This moves well beyond what other carriers offer today. Through the site, shoppers gain access to a diverse global travel marketplace which lets consumers shop for and book travel on any of the 30 carriers, and TUIfly issues the e-ticket (or ticketless) behind the scenes. It offers an innovative service to travelers, allowing them to book with a company they trust by shopping across multiple carriers through the airline's website. This provides travelers with a greater choice of destinations and carriers, and the flexibility to do it all in one booking. For example, today TUIfly offers travelers more than 300 destinations in 99 countries across the globe.

Navitaire is excited to play a key role supporting TUIfly's unique distribution strategy. It builds on one of our key areas of strength – direct sales – together with our industry standard capabilities added over the years to support interline, codeshare and e-ticketing to create a new category of distribution outlet.

Industry leaders are intrigued by TUIfly's platform. This trend is poised to launch more innovations as carriers move to broaden their retailing strategies and further leverage their brand through online channels.

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