



# NDC: What you need to know

**NDC continues to transform the way airlines deliver content, and it's still making the travel news headlines. We're here to guide you through. Here's what you need to know about NDC, how it works differently, and how Corporate Traveller can help.**

## What is NDC?

New Distribution Capability (NDC) is an initiative from International Air Transport Association (IATA). NDC is a data transmission standard for how airlines distribute their content to travel agents and travellers. It's not a platform, software, or database.

The goal of NDC is to enable airlines to deliver a faster, wider, more personalised range of airfares and content direct to travel bookers and agencies. NDC airfares are additional offers on top of the content already available to you. NDC is continuously evolving, with each airline having different strategies and distribution platforms using NDC as the data transmission method.

## What are the benefits?

NDC was created to optimise the way you can shop, book, and service flights – bringing a modern, e-commerce experience to air travel. As airlines continue to develop their own NDC offerings, the benefits for business travellers can include:

- **More pricing options**  
Access exclusive lower fares and promotions through NDC, and dynamic pricing models that update in real-time.
- **Personalised experience**  
Receive more relevant and tailored price, loyalty, and ancillary offers, sometimes bundled together, based on your unique booking history and preferences.
- **Transparent shopping**  
Make more informed choices, with richer media and more details on features, services, and extras at the point of sale.

## What are the current considerations for NDC?

NDC content is an addition to your existing content options, not a replacement. While the travel industry is focused on NDC as the future of air content distribution, it is still in development. NDC is constantly changing, and it's important to consider if it's the right fit for your corporate travel programme.

There are functional nuances to NDC content, and we'll work with you to assess if these are compatible with your travel policy, compliance, use of credits, the reconciling of credit card payments, and more.

- **Capability**

Not all airlines have finished building their NDC capability, and it may not meet your expectations when arranging travel. For example, it may not be possible to easily cancel an NDC booking.

- **Servicing**

Some aspects of servicing NDC bookings may require your travel arranger to work differently, such as needing to call airlines to make changes manually.

- **Savings**

In some cases, the cost savings of the NDC content can be outweighed by slower servicing, which impacts your SLA.

- **Pricing**

Some airlines have introduced different pricing models for their NDC content, but NDC doesn't resolve price parity issues with airline direct websites. Airlines will always provide direct to-customer offers, but these are normally targeted at the leisure sector as they are unable to provide the full servicing and duty of care that a TMC does.

## What is Corporate Traveller's NDC approach?

Corporate Traveller is firmly positioned at the forefront of developments in the distribution landscape. Our strong industry partnerships, the expertise of our people, and NDC technology capability ensures we can offer you the widest range of business travel content.

- **Early and ongoing investment in NDC technology**

Our parent company, Flight Centre Travel Group, is the majority investor in TPConnects: a market-leading air content aggregator at the cutting edge of ongoing changes to traditional distribution models. TPConnects allows a uniquely flexible capability to navigate the different ways of accessing airline NDC content, and agility to minimise the disruption from the changing landscape of air content distribution.

- **Leading industry relationships and domain expertise**

We are working closely with IATA, our GDS partners, TPConnects, and airlines around the world to continue to deliver the widest choice of airfares to our customers. Flight Centre Travel Group was a launch partner for Amadeus NDC-X and Sabre Beyond NDC. Corporate Traveller was the first TMC to reach Level 4 of IATA's NDC Certification and is now included on IATA's current Airline Retailing Maturity Index.

- **Committed to content that enhances your programme**

Our focus is on delivering content which integrates with customers' end-to-end experience with minimum disruption. NDC is still developing, and there are nuances that need to be considered and mitigated where possible. We will only offer solutions that we're confident will be an enhancement to your customer experience and your business travel programme.

**As NDC continues to evolve, each organisation needs to make an informed decision about their NDC journey, considering the airlines, content and capabilities that are the most important to your programme. Corporate Traveller is here to help you navigate this decision and ensure you get the most out of NDC content when it's suitable for your business.**