

Gulf Air steps up its retailing capabilities

A Monitor Report

Date: 16 March, 2021



Manama : Gulf Air, the national carrier of the Kingdom of Bahrain, announced it has achieved NDC Level 4 certification from the International Air Transport Association (IATA).

In line with Gulf Air's digital strategy, the Level 4 certification will now empower the airline to provide the full extent of its offer and order management and servicing capabilities to its direct and indirect distribution channels, including IATA and non-IATA members, across the globe. Gulf Air has partnered with TPCconnects, an IATA NDC certificated IT Provider and Aggregator, as its technology partner to develop the NDC-enabled distribution platform.

In a challenging operating environment brought on by the Covid-19 crisis, this timely announcement marks a significant milestone for Gulf Air as it explores cost saving and increased revenue-generating measures and seeks to leverage opportunities for top-line growth and bottom-line benefits.

On the occasion of receiving the NDC Level 4 official certification, Gulf Air's Chief Commercial Officer, Vincent Coste, said, "As part of our digital transformation, our focus continues to be on driving innovation and strengthening the value proposition through this downturn. With IATA's NDC Level 4 certification, we are well-poised to improve the retailing and servicing experience across our global multi-channel distribution network, underpinned by a customer-centric approach.

