

SIA, Amadeus pair up to bring content via NDC to agents

A Monitor Report

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Singapore : Singapore Airlines is making its NDC offers available to travel sellers through the Amadeus Travel Platform. Travel agents worldwide connected to the Amadeus Travel Platform will soon be able to shop, book, and pay for all Singapore Airlines offers made available through NDC as part of the airline's KrisConnect programme.

This includes ancillary services such as seat selection, excess baggage, special fares, and personalised merchandising offers for loyalty members and corporate travellers. This is just the start of more exciting opportunities that NDC will bring, with more content becoming available soon such as dynamic fares.

The content will be available in the Amadeus NDC-enabled solutions used by agents, providing a familiar and efficient booking environment.

Travel sellers will be able to make bookings through Amadeus' NDC-enabled solutions - Amadeus Selling Platform Connect and Amadeus Travel API - starting from January 2021 in several markets in APAC and beyond. The airline's NDC-sourced content will continue to be progressively rolled out in other markets globally throughout H1 2021 in order to reach all Amadeus-connected agents.

In addition, Amadeus' flagship solution for corporations, Amadeus cytric Travel and

Expense, will be able to process Singapore Airlines' bookings via NDC during 2021.