

## IATA establishes modern airline retailing programme

- A Monitor Desk Report

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### Modern Airline Retailing Program

Consortium members as of 1 Dec 2022

AIRFRANCE KLM  
GROUP

American Airlines

BRITISH AIRWAYS

Emirates

FINNAIR

IBERIA

LUFTHANSA GROUP

الطيران العماني  
OMAN AIR

SINGAPORE  
AIRLINES

厦门航空 XIAMENAIR

Dhaka: The International Air Transport Association (IATA) announced the establishment of the Modern Airline Retailing programme to advance customer centricity and value creation in the airline industry.

The transformation will be accelerated by a consortium of advanced airline adopters that will work together through IATA. Consortium participants include American Airlines, Air France-KLM, British Airways, Emirates, Finnair, Iberia, Lufthansa Group, Oman Air, Singapore Airlines and Xiamen Airlines.

In today's environment, the customer experience is affected by decades old standards, processes and technology and the airline industry must adopt modern retailing practices that will create additional value for travellers and reduce the hassles of increasingly complex passenger document checking requirements.

Modern Airline Retailing will solve this dilemma and unleash value creation

opportunities by transforming airline distribution to a system of “Offers and Orders” that will parallel what most other retailers use.

“Our aim is to create value for travelers by meeting their needs. We know that passengers want a seamless digital experience; and they expect consistent service irrespective of how they purchased their travel. With the strength of a global consortium of leading airlines behind us, the next few years are set to see an accelerated and comprehensive transformation of the customer experience,” said Muhammad Albakri, Senior Vice President, Financial Settlement and Distribution Services, IATA.

The Modern Airline Retailing program is built on three pillars: Customer Identification, Retailing with Offers, and Delivery with Orders.

IATA is supporting this transformation by facilitating the development of industry standards and ensuring these standards, implementation guides and other required capabilities are easily accessible to all. IATA also continues to engage with all value chain stakeholders to ensure technical pain points are identified and propose industry approaches where possible, said the association in a press release.

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