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The Journey to Modern Airline Retailing

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NDC lays the foundation for Modern Airline Retailing

Helping airlines take control of how they distribute, differentiate and retail their offers

New Market Entrants

New connectivity model with improved workflows allows agents and aggregators to connect directly

Primary Objectives

Removed the reliance on static data, enabled dynamic pricing and personalization

Tangible Benefits

Enhanced passenger experience, optimized revenue and load factors

NDC Momentum is Building

What the latest data tells us about adoption, scale and market progress



77

Airlines certified under the IATA Airline Retailing Maturity Index (ARMI)

IATA

100%

Major OTAs and TMCs are supporting booking and servicing NDC orders

Accelya BI

200%

Increase of NDC bookings for Q1 2026 compared to Q1 2025

Accelya BI

>20%

Of transactions reported to ARC in March 2026 were NDC

ARC

One Order Turns Modern Retailing Into an Operating Model

Connecting what airlines sell with how they service, account for and deliver it



New Focus

Direct Channel
Centralized OMS



Future Ready

Replacing legacy systems
Real time updates to Order Accounting



Modern

IATA continues to update Offers and Orders schemas



Proven

Airlines are conducting RFPs and POCs
Modularity is key



Where does AI fit in?

AI plays a critical role in enabling more intelligent, responsive, and efficient airline operations



Data

Tailored, real-time analytics and reporting

Efficiency

Dynamic pricing optimization by analyzing multiple data sources

Customer satisfaction

Enhanced customer servicing, improved disruption handling and managing complex voluntary changes

Thank you

