

PRESS RELEASE

Frankfurt, 07 March 2018

Lufthansa Group to strengthen its own and NDC channels with “best fares” via direct distribution

- **Lufthansa Group to launch action next month offering lower fares for its own distribution channels and to Direct Connect partners.**
- **Lufthansa Group to offer lower prices for long-haul seat reservations on NDC booking channels from April onwards.**
- **Customers of Direct Connect partners to enjoy additional mileage credits.**

The Lufthansa Group will be expanding its air travel product range from April onwards, adding low-price “best fares” which, for the first time, will be available exclusively via direct distribution and NDC booking channels. The new offer will extend to all Light and Classic fares for a range of European routes from the Group’s four Frankfurt, Munich, Vienna and Zurich hubs. In contrast to previous such actions for its own distribution channels and Direct Connect partners, the new offer will feature consistent price reductions throughout the economy fare structure.

The Lufthansa Group will also be offering lower prices for long-haul seat reservations on own and NDC booking channels from April onwards. The lower prices here have already been available for short-haul services since last year. The saving over indirect booking channels amounts to EUR 5.- per reservation on all routes. In addition, the Lufthansa Group will be launching a separate Miles & More action in the coming weeks under which travellers booking their flight on LH.com or via selected Direct Connect partners will benefit from extra mileage credits.

As part of its overall commercial strategy, the Lufthansa Group will be further expanding its direct distribution channels in the course of this year. This action will also see a steady extension of the product differentiation for Direct Connect partners, to ensure that customers’ needs are optimally met. And it will include the option of making differentiated use of the various channels available.

As an industry pioneer of innovative distribution concepts and approaches, the Lufthansa Group continues to work on technical solutions that permit additional content which has previously been unrepresentable and additional bookable services to be offered to customers in a more innovative form, at lower prices and with a stronger customer focus. In doing so, the Lufthansa Group continues to pursue its objective of meeting the increasingly individual and dynamic demands of its various customer groups.

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