



## PRESS RELEASE

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### **Lufthansa Group and Travix announce NDC partnership**

- **Lufthansa Group and Travix intensify longstanding partnership with joint approach on NDC under the Airline Group's upcoming NDC Partner Programme**
- **Travix customers will benefit from access to Lufthansa Group NDC Smart Offer**
- **Improved display of all Lufthansa Group offers on Travix' brands Cheap-Tickets, BudgetAir, Vliegwinkel, Vayama and Flugladen in all countries**

The Lufthansa Group and Travix have signed a multi-year agreement connecting one of the leading global online travel agencies directly to the Lufthansa Group's own NDC Offer & Order Management System. The enhanced cooperation that will be part of the Lufthansa Group's NDC Partner Programme will provide a wide range of benefits to customers by displaying rich content and offering the Lufthansa Group airlines' (Austrian Airlines, Brussels Airlines, Lufthansa and Swiss) most competitive fares and ancillaries only available via NDC based distribution channels – the Lufthansa Group NDC Smart Offer.

Travix and the Lufthansa Group are teaming up to actively shape a very fast growing and dynamic online travel landscape that requires improved technological solutions for future-oriented offering, more flexibility and transparency. For Travix' customers this results in cheaper flight offerings and an increased transparency of the flight offerings, such as whether or not luggage is included and if there is a possibility to change the ticket or to select a seat.

John Mangelaars, Chief Executive Officer at Travix International BV says: "This is a unique opportunity to modernize the air travel distribution towards a customer centric experience. Travix was a key driver and early adopter to show the Lufthansa Group's customized fare bundles and to display its rich content. Based on the Lufthansa Group NDC Offer & Order Management System, both partners follow their path to innovate and manifest their leading role in an evolving market place."

As digital front runners in their respective fields, Travix' and Lufthansa Group's joint goal is to make shopping for flights more customer centric, creating value to the market and fostering innovation in an agile technological environment.

Heike Birlenbach, Head of Sales for the Hub airlines of the Lufthansa Group and Chief Commercial Officer of the Frankfurt Hub emphasized: “With the upcoming NDC Partner Programme we also take another step forward with regards to modern airline-retailing-business models, by offering agents a preferred value proposition encompassing technology, servicing, offers and in the future strategic cooperation components.”

The Lufthansa Group achieved the highest IATA NDC level of certification already in 2017, covering the full end-to-end distribution process, including post-ticketing service-automation and leading the industry towards state-of-the-art distribution capability. By facilitating product differentiation, time-to-market, access to relevant and rich travel content and a transparent shopping experience, the Lufthansa Group is at the spearhead of the airline industry.

With their intensified cooperation, Lufthansa Group and Travix are taking yet another important step on the road to shape the distribution landscape of the future. The implementation has already started and the first bookings are expected in Summer 2018.

Travix is among the largest travel companies in the world when it comes to online sales of flight tickets. The company and its brands—CheapTickets.nl, Vliegwinkel.nl, BudgetAir.com, Flugladen.de and Vayama.com—operate in 40 countries. All of the Travix brands offer global flights provided by national and economy airlines, hotels, car rentals, travel insurances and other travel related products. Travix has over 550 employees, representing more than 50 different nationalities. For more information, visit: [www.travix.com](http://www.travix.com).

The Lufthansa Group is the world’s largest aviation group in terms of turnover as well as the market leader in Europe’s airline sector. The Lufthansa Group is divided into the three strategic areas of Hub Airlines, Point-to-Point Business and Service Companies. The Group’s network carriers, with their premium brands of Austrian Airlines, SWISS and Lufthansa serve its home market from their Frankfurt, Munich, Zurich and Vienna hubs.

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