



ACCELYA POWERS HAWAIIAN AIRLINES' LANDMARK NDC DISTRIBUTION STRATEGY

- Hawaiian Airlines has launched an NDC-based direct connect solution called 'HA Connect' powered by Accelya's New Distribution Capability (NDC) API.
- Under its recently announced NDC-centric distribution strategy, Hawaiian will withdraw some content from legacy channels in US point-of-sale and pursue a US POS Distribution Cost Recovery Surcharge effective April 1, 2022.
- Additionally, the carrier has launched the 'Hawaiian Airlines Partner Portal' using Accelya's SPRK sales and servicing platform.

MADRID, Spain – February 2nd, 2022: [Accelya](#), a leading global provider of technology solutions to the travel industry, has announced that it is powering [Hawaiian Airlines'](#) market-first distribution strategy. Hawaiian Airlines is the first North American carrier to drive the adoption of its NDC channels with unique content and a distribution surcharge when making bookings via legacy channels.

Hawaiian's new agency website, the 'Hawaiian Airlines Partner Portal,' is an NDC-based direct connect solution powered by Accelya's SPRK sales and servicing platform. In addition, technology companies accessing Hawaiian Airlines' products through the Accelya NDC API can become 'HA Connect Approved Partners.' These integration partners use the Accelya developer program for rapid onboarding. Using Accelya technology, the airline will introduce personalized and rich content, dynamically priced ancillaries, dynamic bundles of fares and ancillaries through its NDC Channel+ content.

From the 1st of April this year, Hawaiian Airlines will withdraw the sale of interisland ("Neighbor Island") point-to-point fares from legacy channels. Travel agents will be able to book flights between islands through the airline's HA Connect agency portal, the Hawaiian Airlines Partner Portal, and HA Connect Approved Partners. From that point on, Hawaiian Airlines will add a Distribution Cost Recovery surcharge to recoup any costs incurred by agents choosing to continue using legacy channels to book available itineraries.

"By rolling out a bold distribution strategy that incentivizes travel agents to use its NDC channels, Hawaiian Airlines is prioritizing its pursuit of distribution freedom and transformation of the

retailing experience. We expect more airlines in the Americas to follow Hawaiian's lead in 2022," said Mark Hollander, SVP Commercial - Americas.

"We have long felt that NDC is the right solution to help us reimagine our distribution landscape and to deliver to both travelers and travel agents what they are looking for in terms of dynamic pricing, unique content, and loyalty personalization. Working with NDC and retailing leaders, Accelya has enabled us to turn our strategy into reality," said Theo Panagiotoulas, Senior Vice President, Global Sales & Alliances.

About Hawaiian Airlines

Hawaiian® has led all U.S. carriers in on-time performance for each of the past 17 years (2004-2020) as reported by the U.S. Department of Transportation and was named No. 1 U.S. airline by Condé Nast Traveler's 2021 Readers Choice Awards. Consumer surveys by Travel + Leisure and TripAdvisor have placed Hawaiian among the top of all domestic airlines serving Hawai'i.

Now in its 93rd year of continuous service, Hawaiian is Hawai'i's biggest and longest-serving airline. Hawaiian offers approximately 130 flights within the Hawaiian Islands, daily nonstop flights between Hawai'i and 16 U.S. gateway cities – more than any other airline – as well as service connecting Honolulu and American Samoa, Japan, South Korea, Sydney, and Tahiti.

The airline is committed to connecting people with aloha by offering complimentary meals for all guests on transpacific routes and the convenience of no change fees on Main Cabin and Premium Cabin seats. HawaiianMiles members also enjoy flexibility with miles that never expire.

Hawaiian Airlines, Inc. is a subsidiary of Hawaiian Holdings, Inc. (NASDAQ: HA). Additional information is available at HawaiianAirlines.com. Follow Hawaiian's Twitter updates (@HawaiianAir), become a fan on Facebook (Hawaiian Airlines), and follow us on Instagram ([hawaiianairlines](https://www.instagram.com/hawaiianairlines)). For career postings and updates, follow Hawaiian's LinkedIn page.

For media inquiries, please visit Hawaiian Airlines' online newsroom.

About Accelya

Accelya is a leading global technology and service provider to the air transport industry.

Accelya's market-leading passenger, cargo, and industry platforms support airline retailing from offer to settlement.

The company has over 250 airline customers and operations spread across nine countries, employing over 2,000 professionals worldwide.

For more than 40 years, Accelya has been the industry's partner for change, simplifying airline financial and commercial processes.

Whether partnering with IATA on industry-wide initiatives or creating strategic solutions that simplify airline processes, Accelya drives the airline industry forward and proudly puts control back in the hands of airlines so they can move further, faster.

For more information, please visit www.accelya.com

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