



Iberia connects its inventory to the Kyte API

- Travel industry distributors can connect from today to Iberia through the Kyte API and access its air fares and ancillary services.

25 November, London: Iberia and [Kyte](#) – the aviation sector technology company that offers a white label API to airlines as a SaaS – have today announced the signing of an agreement.

The Kyte API is a modern and easy to implement tool that allows travel industry distributors to connect directly to all of the inventory of the Spanish airline and access its products in an agile, easy and efficient way.

This agreement forms part of the mission of Kyte to offer advanced sales technology in the retail channel to airlines and, at the same time, help them to transform the way in which they fix prices and distribute their products to clients, both through the direct and indirect channels.

Alice Ferrari, CEO of Kyte comments: *“We are very proud to be one of the first providers of an API to an airline leader such as Iberia.*

“Our objective is to help airlines to realise their vision to modernize all of the reservation experience. We offer to airlines new and easy to use tools that are designed to meet the current expectations for online sales. All of this without compromising the level of sophistication necessary to manage the complexity and security needs that the aviation industry demands.

“Our intention is to develop a strong and long-term relationship with Iberia and see how they take advantage of the great opportunities that NDC offers.”

Miguel Henales, Digital Business Director of Iberia, adds: *“The pandemic restrictions have increased consumer expectations and accelerated digital tendencies. Thanks to the technology of NDC we can greater satisfy the needs of clients and offer them an optimum service at the time of reserving and then managing their trip.*

“Our final objective is to attract more parnters to our NDC channel, offering a modern connection like the Kyte API that allows a better distribution of our product.”

About Kyte

Kyte's mission is to create modern retailing tools for airlines, similar to what Shopify has done for brands in the B2C space.

The company is based in London and was founded in 2020 by Alice Ferrari, previously of easyJet and Founders Factors, and William Phillipson, previously VP of Product Strategy at ITA Software and also co-founder of SilverRail Technologies.

Kyte is in its early days but has already built a network of connections for a number of airlines through the Kyte API to sell on their own airline channels or through online travel agencies. Kyte was named one of the "Hot 25 Startups 2021" by PhoCusWire.

To learn more about Kyte visit: <https://www.gokyte.com/>

Contact details

Roman Townsend
Managing Director, Belvera Partners
rtownsend@belverapartners.com