

IATA OFFERS & ORDERS DEMO DAY

Geneva, Switzerland
8 – 9 September 2026

Summary Demo Day 2026

Witness Offers & Orders transformation in action

Multivendor modularity and interoperability demos



Executive summary

The second edition of the Offers & Orders Demo Day brought the industry together in Geneva on **8–9 September 2026** to experience the transformation in action.

Bigger and broader than before, the event reflected the growing maturity and momentum of the industry's transition to Offers & Orders.

Demo Day 2026 at a glance

- **13 live multivendor demos** showcasing best-of-breed collaboration
- **160 delegates from 35 airlines and 30 technology providers**
- Up to **nine companies** collaborating in **a single demo**
- **Eight IT providers** integrated with **two or more** other partners
- **Four demos** showcasing Offers & Orders interlining
- Use cases spanning multiple stages of the retailing journey, **including production implementations**

From vision to modularity & interoperability

The pace of progress is clear: from no demos in 2024, to 8 teams in 2025, and 13 multivendor demo teams in 2026.

Based on the **IATA RP1786a Reference Business Architecture**, the demos covered business domains from Product, Stock Keeper and Offer Management through Order, Accounting, Settlement and Delivery Management. Together, they demonstrated how independent solutions can connect **within a modular, best-of-breed ecosystem**.

Interoperability advanced further in 2026. Four demos showcased Offers & Orders interlining, while eight IT providers integrated with two or more other technology providers.

Use cases covered continuous pricing, product definition and bundling, direct and indirect sales, servicing, refunds and cancellations, interlining, legacy translators, as well as **products beyond air and agentic AI use-cases** — from early-stage to live production solutions.

Airlines voted for the most relevant demos

Demo Day also brought an element of a competition. Airline participants scored the live demos against common criteria, selecting the two 'most relevant' ones, which will be replayed at the IATA WPS in Macao.

A big thank you to all participating technology providers for the commitment, collaboration and effort behind the 13 demos! This progress was made possible by strong cooperation across the industry.

From demos to standards, Demo Day generated valuable implementation learnings, helping identify opportunities to further evolve industry standards through engagement with the IATA Passenger Standards Conference (PSC).

Explore 2026 demos and see replays at IATA WPS in Macao

- **Which demos were voted as the 'most relevant' ones?** Continue reading!
- **Join us at [IATA World Passenger Symposium \(WPS\)](#) in Macao** for replays of the two most relevant demos selected by airlines

Looking ahead to 2027

- **Airlines:** Stay tuned for the announcement of the O&O Demo Day 2027 dates.
- **Technology providers and the broader ecosystem:** Interested in participating next year? Get in touch to receive the next Call to Action later in 2026.



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Demo Day 2026: Bigger and broader

More demo teams. More IT providers. More topics. The same goal.

O&O modularity and interoperability in action

1

Goal

Showcase modularity and
interoperability in action

13

Team Demos

(+60%; 8 in 2025)

30

Companies

(21 in 2025)

7+1

Business areas*

as per Business Reference
Architecture (RP 1786a)
(5 in 2025)

23

**Offers & Orders
IT Providers**

(+50%; 15 in 2025)

* Product <> Stock Keeper <> Offer <> Order <> Delivery, Accounting and/or Settlement + Interlining with O&O



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13 live team demos by 30 companies

At a glance

- **13 live multivendor demos** showcasing best-of-breed collaboration and interoperability
- **160 delegates** from **35 airlines** and **30 IT providers**
- Up to **9 companies** collaborating in a **single demo**
- Use cases spanning multiple stages of the retailing journey, including **production implementations**
- The most relevant demos voted by airlines for **replay at IATA WPS 2026**



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**Demo replay at IATA
WPS in Macao**
(Day 2, 29.10.2026 at 11:15)

**Demo replay at IATA
WPS in Macao**
(Day 2, 29.10.2026 at 11:00)

Most relevant demos voted by airlines



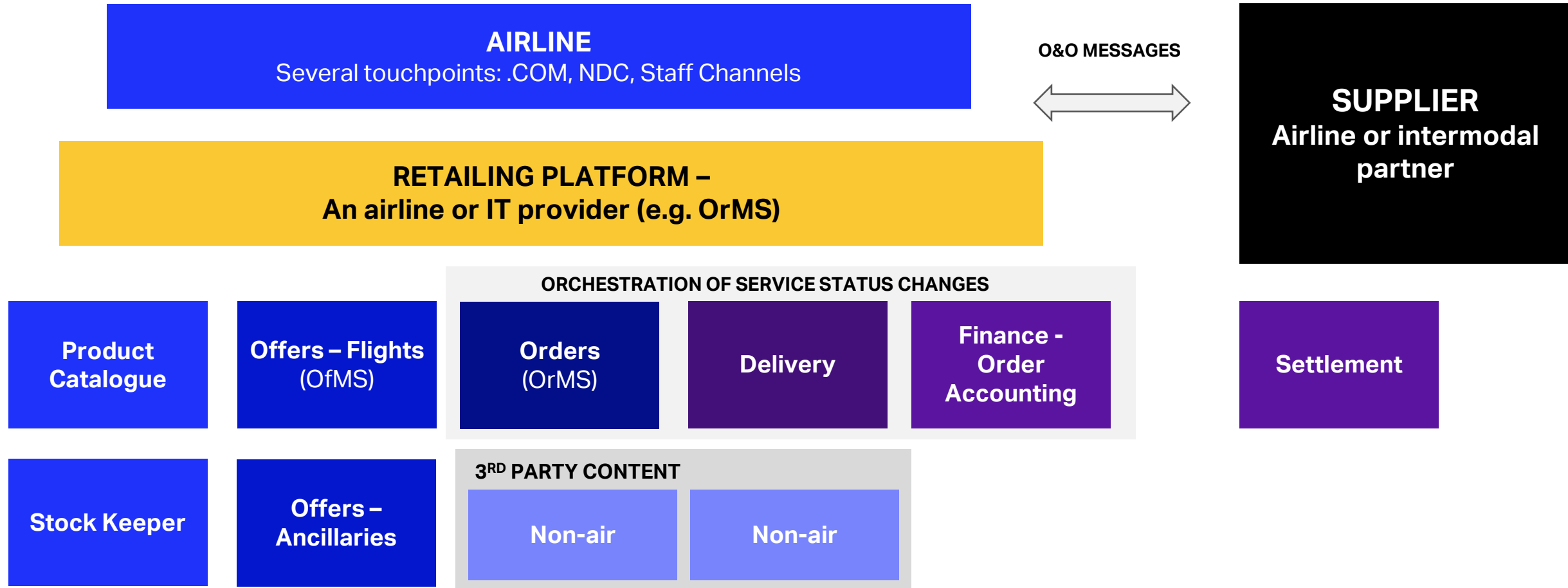
At a glance

- 13 live multivendor demos showcasing best-of-breed collaboration and interoperability
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Multi-vendor systems modularity approaches

Each box represents a potentially different IT Provider – Two approaches to orchestration & integration: airline or IT provider as a central point (platform)



A simplified summary of modularity and use-cases shown in the demos

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Modularity showcased by the demos

Offers & Orders IT providers



The broader ecosystem



- Order, Offer and/or Product*
- Offer and/or Stock*
- Product*
- Delivery *
- Accounting and/or Settlement*
- Non-air & Other*

* IT provider's roles in the demos. IT Providers may be active in more domains than shown here.

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Interoperability showcased by the demos

Four demos focused on Offers & Orders interlining

Offers & Orders IT providers

Interline based on
Offers & Orders*



The broader ecosystem



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Interoperability showcased by the demos

Eight IT providers integrated with two or more other IT providers

Offers & Orders IT providers



The broader ecosystem



xN = Number of demos IT provider participated in (if more than one)

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Demo implementations live in production

**Demo use-case live
in production with
an airline**



Stay tuned for 2027!

Are you an airline representative?

Stay tuned for the unveiling of the Demo Day
dates for 2027!

**Are you an IT Provider representative or come from the
broader ecosystem around Offers & Orders?**

Drop us a line if you'd like to join next year!
We will add you to the Call to Action later in 2026.



Thank you

For more information, please contact Oleg Kit



IATA OFFERS & ORDERS DEMO DAY

160 delegates from 35 airlines and 30 IT providers

Demonstrating best-of-breed ecosystem: 13 multi-vendor team demos – one production implementation

Demonstrating interoperability: four O&O interlining demos and eight IT providers integrated with two or more partners

Agenda: Multivendor O&O Demo Day

Tuesday, 8 Sep		Wednesday, 9 Sep	
Morning	Multi-vendor team demos Larger teams	Multi-vendor team demos Teams of two	Submit your vote!
		Airlines Networking Lunch	
Afternoon	Multi-vendor team demos Teams of two	Lessons Learned & Joint Meeting with PSC*	
	Networking Cocktail	- IT providers lessons learned & change proposals - Airline feedback round - Standards update (IATA + PSC Chair) - Panel discussions with PSC Chair & Board Chairs - Q&A from IT providers * Passenger Standards Conference (PSC)	

Yanik Hoyles
Director Distribution
IATA



Sergio Fernandez, Director Industry Conferences and Standards, IATA and Jost Daft, the PSC Chair

8-9 September 2026, Geneva



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Presentations of the two most relevant demos as voted by airlines

Demo 01
**TPConnects – INK–
Lufthansa Systems –
IATA IFG – ATPCo**
with Ancileo – FlyNava – M2P – Neoke

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Demo 02
**Datalex – PROS – INK
– Sutherland – Verteil**
with Allianz – CAVU – MyClimate

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"An industry milestone, exactly what's needed to show modularity & IT provider collaboration"

Airline testimonials from the 2025 edition of the Demo Day

The multivendor O&O Demo Day marks **an industry milestone**. Eight demos in a single day—something **we don't even see across three days at major conferences**. It's inspiring to witness so many vendors collaborating on joint projects. Much appreciated.

- Turkish Airlines

Seeing **multiple live demos** was **great**—especially those **extending beyond the typical air content**. Many thanks to IATA and the IT providers for setting up the demos. As an industry, we must keep pushing boundaries and embrace the broader ecosystem.

- Lufthansa Group

It's **remarkable** to see the industry advancing in such **a tangible way**. **Congratulations to the IT providers and IATA** for orchestrating the multivendor O&O Demo Day. This is exactly what we need to showcase **modularity** and **collaboration**.

- Iberia

Great to see **modularity demonstrated in real action with so many providers** involved. A big thank you to IATA and the IT providers. We've **learned a lot** on the O&O Demo Day.

- Qatar Airways

Multivendor O&O Demo Day was an **exciting day** filled with **energy and passion** from all IT providers. **Truly inspiring.**

- American Airlines

