



NDC: Together, Let's Build Airline Retailing

Fact Sheet

What is NDC?

NDC (New Distribution Capability) is a travel industry-supported program (**NDC Program**) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (**NDC Standard**). The NDC Standard enhances the capability of communications between airlines and travel agents and is open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

Why NDC?

NDC enables the travel industry to transform the way air products are retailed to corporations, leisure and business travelers, by addressing the industry's current distribution limitations: product differentiation and time-to-market, access to full and rich air content and finally, transparent shopping experience.

Who will benefit from NDC, and how?

Available on a voluntary and open basis, NDC benefits different industry players across the airline distribution value chain as follows:

FULL SERVICE & LOW-COST AIRLINES

Differentiate their Products and Services

- Distribute the entirety of the airline's product portfolio, including ancillaries and promotional fares
- Present the airline's products in an attractive manner, using rich format like photos and videos
- Expand the amount of information available on each product: attributes, facilities, policies, passenger reviews etc.
- Offer value-added products and services when applicable

AGGREGATORS AND TRAVEL AGENTS

Access Full and Rich Air Content of the Airlines

- Access to the entirety of the airline's product portfolio, including ancillaries and promotional fares
- Work with real-time fare, product and policies information
- Deliver improved comparison capability to customers, based on product and service rather than price only
- Provide personalized service based on customers' full travel history and preferences, if they chose to be recognized

CORPORATE BUYERS & TRAVELERS

Benefit from a Transparent Shopping Experience

- Make all airline product and service information available to corporate buyers, reducing the need for out-of-policy bookings
- View and compare all air transport options and relevant fares available
- Select the most appealing travel option based on preferences which might range from product quality, service level to schedule and/or price
- Receive personalized offers from preferred resellers based on own and complete travel history and preferences

What is the Scope of the NDC standard?

The first official NDC industry standard (version 15.2) was published in September 2015, with two scheduled releases planned per year. The current standard is 19.1 (2019 first release). Structured around key functional domains, the NDC standard provides the opportunity to address the end-to-end airline distribution process, e.g. shopping and order management, to deliver enhanced customer experiences.

Some features include:

- The NDC Offer and the NDC Order to support airline retailing.
- Capabilities for an airline to easily distribute catalogue-style ancillary services

- Capability to render a seat map and sell seats and related ancillaries using the Offer structure
- Ability for a customer or seller to view the simulation of their intended change to an Order before actually confirming it with the airline
- Enhancements to support regulatory requirements, such as baggage for US DOT, Invoice generation for India GST, ability for an airline to indicate which taxes are refundable from Offer creation
- Ongoing technical enhancements for continuous improvement and to deliver an even more robust standard.

The [online implementation guide](#) completes the picture by providing information to help with the implementation of the standard

NDC Certification

The NDC Certification program brings visibility and transparency to airlines, travel agents, aggregators and IT suppliers that have implemented NDC. Information is publicly available through the NDC Registry In 2019 the certification program introduced major updates including:

- **Level 4 NDC certification** covers full Offer and Order Management and includes additional Servicing Messages
- **NDC@Scale** - a set of criteria that will demonstrate that airlines, and their IT providers, have a minimum set of recognized capabilities to drive volumes of NDC transactions, with special recognition of those that have capabilities to meet business travel needs

Building volume

The focus for 2019-2020 is on driving a critical mass of NDC transactions. In keeping with this objective, IATA announced the creation of the NDC Leaderboard, composed of airlines that seek to grow their NDC volumes rapidly. The 21 NDC Leaderboard airlines have set a target of having 20% of sales powered by an NDC API by 2020

NDC Leaderboard Airlines

