

Exploring **Multisource** Air Content

A Mystifly Cheat Sheet for Travel Sellers



NDC Air Content

Content differentiation and GDS EDIFACT surcharges – plus potential for innovation – has put NDC on the table for most travel sellers

100%

IATA is targeting 100% NDC distribution among leader airlines by 2030

>30%

Some leaders already distribute >30% via NDC



American Airlines has withdrawn more than 40% of its fares from GDSs¹



Hawaiian Airlines has stopped offering interisland flights in legacy GDSs



EDIFACT surcharges have increased all over the world. Lufthansa Group now charges up to EUR 24.50 per ticket²



British Airways has 73 new price points on selected short-haul routes via NDC³



LCC Air Content

LCC (Low Cost Carrier) content is a 'must-have' for many travel sellers. It offers great value for leisure travelers and seamless connections for long haul

35%

Accounts for approx. 35% of global air travel⁴

44% 35% 33%



44.5% market share in Europe, 35% market share in North America, 33% market share in APAC⁵

12.2%

13.6%

Analysts predict the LCC market to grow 12.2% and the international LCC market to grow 13.6% from 2023 - 2032



Many LCCs distribute through Direct APIs including AirAsia, easyJet, and Indigo. Ryanair and Southwest Airlines give direct access to a very selected group of travel sellers



Traditional GDS (EDIFACT)



Despite the rise of NDC, GDSs maintain their relevance. They offer comprehensive long-tail coverage beyond direct airline connections

Billions

Established players for >30 years, processing billions of transactions yearly



Connecting > 400 airlines, and 100 000s of hotel properties, car rental and cruise companies

90%

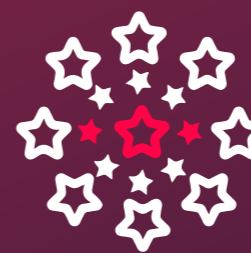
90% of worldwide airline tickets issued by travel agencies are distributed through GDSs⁶

20%

Only 20.7% of travel sellers who use a GDS said it is the only way they book⁷

Traditional Consolidators

Flight consolidators, or wholesalers, buy private fares in volume and at discounted prices. A mainstay of the pre-internet era, these players are still relevant to travel sellers today



Benefits can include lower prices than published fares and flexible terms, such as less restrictive fare rules or more favorable cancellation policies

50%

Typically offer the best deals for business and first-class seats. Customers can save up to 50% on a business class flight

40%

40% of travel agencies said they use consolidators or wholesales with the majority receiving commissions⁸

Travel sellers can ticket air content without IATA accreditation

