

AIRLINE DISTRIBUTION AND RETAILING UPDATES

Weeks 51 & 52, 2024; 1 & 2, 2025

This edition contains news on:

- China Eastern Airlines
- Norse Atlantic Airways
- Sky Airlines
- Amex GBT
- CWT
- Despegar
- Prosus
- US DOJ
- Travelport

China Eastern signs NDC deal with Travelport

China Eastern Airlines (MU) and Travelport signed a long-term 'multi-source content distribution agreement' for MU's NDC content.

Travelport is the second GDS to sign an agreement to globally distribute the carrier's NDC content.

The go-live date is not yet known.

Timeline of MU's GDS NDC deals

April 2024

MU signs an **NDC deal with Amadeus for global NDC distribution**, making it the first airline in the Mainland of China to have such an agreement

January 2025

MU signs a **multi-source distribution agreement with Travelport**, with a long-term duration

Norse to enter GDS distribution with APG

Norse Atlantic Airways will distribute to GDSs using APG, allowing its content to be available on all three major GDSs.

In August 2024, Norse committed that its lowest fares will remain exclusive to its website.

The plan comes as a part of a broader shift, including fleet reshuffling and changes to ancillary offerings.

Sky Airlines renews Amadeus agreement

The multi-year renewal grants travel sellers connected to the Amadeus Travel Platform access to the full range of Sky's content.

Travelport continues restructuring organisation

Travelport’s modern retailing platform - Travelport+, will soon complete an intensive developmental phase. The company has decided to implement efficiencies by ‘scaling back and adjusting resources’.

In 2024, Travelport downsized commercial teams across all regions.

Capital market rating companies Moody’s and S&P Global have downgraded Travelport’s credit ranking over the last few years.

Investments into Travelport

May 2019	June 2020	March 2023	December 2023
Travelport becomes privately owned	\$500 million	\$200 million	\$570 million

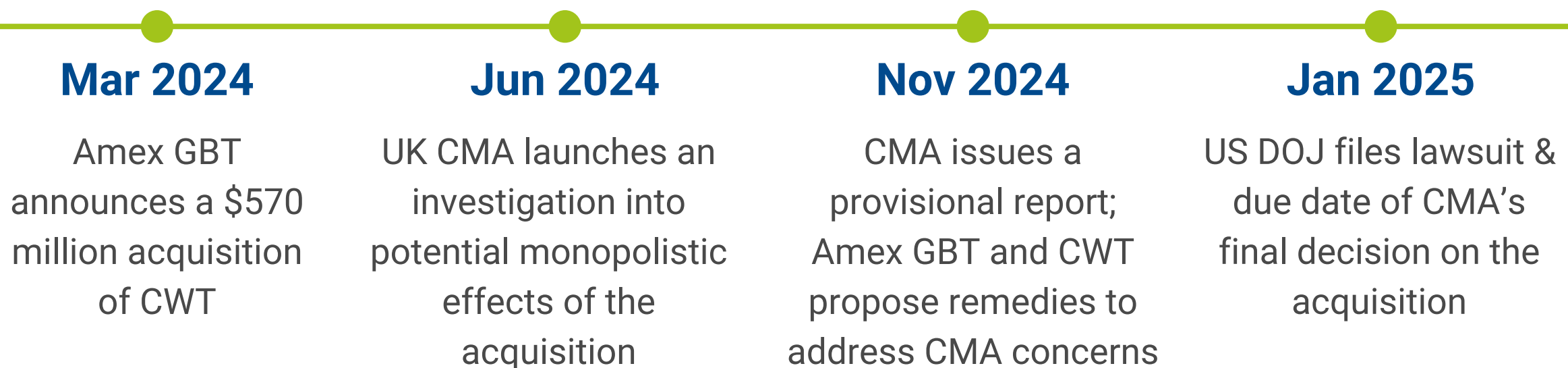
US DOJ files antitrust lawsuit against Amex GBT's acquisition of CWT

Since its announcement in March 2024, the acquisition has faced regulatory scrutiny.

Both the US DOJ and UK CMA's have concern of the acquisition's possible monopolistic effects.

Whilst there are proposed remedies of price caps and service commitments, the acquisition may face further delays due to the US DOJ lawsuit.

Timeline of Amex GBT's CWT acquisition



Despegar set to be acquired by Prosus

One of Latin America's largest OTAs is set to be acquired by tech investment company Prosus. The deal is subject to shareholder approval. Existing Despegar shareholders include the likes of Expedia Group.

If successful, Despegar will be delisted from the New York Stock Exchange. The acquisition is expected to close in Q2 2025.

In September 2024, Prosus liquidated its 30 million shares in Trip.com.

Prosus is acquiring Despegar for

1.7 Billion USD

serving **>100 million** customers in Latin America

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