AIRBALTIC PARTNERS WITH DRCT TO ROLLOUT NDC DISTRIBUTION OFFERS

News / Airlines

Air Baltic Corporation AS is joining forces with trusted travel tech partner DRCT to roll out New Distribution Capability (NDC) offerings to local and international markets. Travel sellers will now be able to book airBaltic NDC fares and personalised content through DRCT's AI-powered products: DRCT Extension, DRCT Search and DRCT API. This strategic partnership will allow agencies to receive flight offerings under exclusive conditions from the airline.

Viktor Nekrylov, Co-Founder at DRCT, commented: "DRCT acts as a bridge between airlines and sellers, reducing fees and expanding revenue opportunities on both sides.We are pleased that airBaltic has chosen DRCT to start distribution of its NDC content, and excited to unlock the flag carrier's exclusive offers and fares for OTAs, TMCs and travel agencies around the world. By expanding our network of airline partners with the Latvian airline, we are enabling DRCT users to be more competitive in a challenging environment."

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Martin Gauss, CEO, airBaltic, said: “This partnership is the next step in our mission to continuously enhance our product offering. By accessing NDC distribution through DRCT, we are now able to offer personalised content and offers to travel agents.”

DRCT is a travel technology provider and IATA-certified New Distribution Capability (NDC) aggregator. Trusted by more than 20 major airlines worldwide, including Emirates, Lufthansa, Austrian Airlines, Brussels Airlines, Swiss, Air France, KLM, British Airways and United Airlines, DRCT develops tailored AI-powered tech solutions allowing airlines to benefit from cost-effective distribution.

DRCT products provide convenient access to NDC fares for every type of travel seller and can be used in conjunction with existing distribution systems. Besides its tech-savvy solutions, DRCT also stands out as the lowest-priced distribution solution on the market that meets the needs of even the smallest travel agencies.

For travel sellers seeking more information about how to access airBaltic NDC content, please contact airBaltic directly.

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