



# DOHOP AND WIZZ AIR BOOST AIRPORT CONNECTIVITY ACROSS EUROPE

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Wizz Air has launched [WIZZ Link](#), a new digital platform developed in partnership with travel technology company Dohop, enabling passengers to book multi-leg journeys in a single transaction. The new platform marks a milestone in Wizz Air's effort to make multi-city, low-cost travel simpler and more accessible. Many travellers, especially across Europe, build routes not through direct flights but by combining multiple segments — for example, from London to Budapest and then to Abu Dhabi.

Today, they often need to search for each segment manually, compare schedules, check baggage rules and fare conditions and purchase tickets in separate transactions. On average, they spend up to five hours before a trip<sup>2</sup> to manage their bookings, which takes time and increases the chance of mistakes, and in many cases, leads travellers to aggregators where other airlines compete for the same booking, leaving them abandoned during disruptions.

With WIZZ Link, travellers can now book self-transfer flights and access nearly 8,000 new origin-and-destination combinations through [wizzlink.wizzair.com](https://wizzlink.wizzair.com), including key connecting points such as Budapest, Rome, London, Warsaw, and Tirana.

Passengers can make multi-segment travel in one purchase, expanding the reach and flexibility for their travel with Wizz Air. This helps the airline keep customers within the WIZZ ecosystem, increase average booking value and loyalty, while enabling travelers to purchase seats, priority

services, food, and other add-ons for all flight segments in a single transaction.

WIZZ Link is powered by Dohop's [RetailConnect](#) technology, which enables the airline to create and manage its own flexible flight transfers while maintaining complete control over pricing, distribution, and the customer experience. Travellers booking through WIZZ Link can also add [ConnectSure](#), a protection service that provides assistance in case of delays, cancellations, or missed flights, ensuring peace of mind throughout their entire trip.

Michael Delehant, Senior Chief Commercial and Operations Officer at Wizz Air, commented: "Online Travel Agencies continue to command a large share of the online market — over a third of travellers book flights via OTAs nowadays. At the same time, multi-leg itineraries already account for a meaningful share of traffic and are expected to grow toward low double digits of all flight bookings. WIZZ Link helps keep these multi-segment sales inside our ecosystem, lifting conversion and segments per passengers. And for the passengers themselves, the service offers added convenience and choice, bringing together Wizz Air's extensive network coverage within a single, connected booking experience. WIZZ Link represents a strong step forward for our Customer First Compass commitments and for Wizz Air's long-term growth. This launch is a key milestone in our strategy to make air travel even more accessible, connected, and customer-centric."

Hugh Aitken, Chief Operating Officer at Dohop, stated: "WIZZ Link demonstrates how low-cost carriers can use alternative interline technology to expand their network efficiently and offer passengers a better way to connect. We are proud to support Wizz Air as it takes this important step in simplifying travel across Europe, creating new travel options and improving the passenger experience, all while keeping the process simple and cost-efficient for the airline."

The partnership with Dohop supports Wizz Air's commitment to expanding its network through new digital capabilities that further simplify travel. Dohop's technology powers connected travel solutions for more than 100 airlines worldwide, enabling new forms of connectivity that complement traditional airline partnerships while reducing the complexity of legacy interline systems.

The launch of WIZZ Link strengthens Wizz Air's position as one of Europe's leading ultra-low-cost carriers and aligns with its broader strategy to use technology and partnerships that enhance network connectivity, operational efficiency, and customer experience.

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