DATALEX 5-YEAR RENEWAL WITH JETBLUE AND NEW PARTNERSHIP WITH LATAM AIRLINES

News / Airlines

Datalex announced a number of key market updates at the presentation of the company's 2022 annual report and results in Dublin.The announcement confirmed the renewal of its long-standing partnership with JetBlue, New York's Hometown Airline and the USA's sixth largest carrier. This is the third contract renewal made by Datalex in recent weeks, in addition to partnership extensions with Air China and Air Transat.

The renewal with JetBlue extends the existing partnership for another 5 years, ensuring ongoing innovation across JetBlue's digital retailing capabilities leveraging the Datalex product suite. Datalex will continue to provide JetBlue with advanced merchandising capabilities to drive revenue, increase engagement and enhance customer experiences across their domestic, international and transatlantic markets.

Datalex CEO, Sean Corkery, said: "We are proud to renew our fantastic partnership with JetBlue as they continue to see real returns from our innovative solutions. The recent renewal of three key relationships with JetBlue, Air China and Air Transat, in addition to our new partnership with LATAM, is a huge vote of confidence in our team and our ambition to deliver truly modern airline

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retailing. As an industry, we are moving on from the challenges of 2022 and I'm very encouraged to see our data for the first quarter of 2023 showing a rebound in airline activity, and a much brighter picture for the year ahead. We look forward to working with our airline customers to drive digital retail excellence at-scale, and meet strong demand from passengers for enhanced digital services when booking air travel."

Commenting on the partnership renewal, JetBlue's Chief Digital and Technology Officer Carol Clements said: "Datalex is a highly valued partner to JetBlue in enabling our vision as a leader in innovation for our customers. We appreciate the partnership that allows us to differentiate JetBlue from our competitors."

The company also announced that it has signed a new 5-year contract with LATAM Airlines.

LATAM Airlines, Latin America's leading airline group which carries over 62 million passengers a year will benefit from Datalex's Shopping and Pricing solution through the Datalex Dynamic product. The partnership will enable LATAM Airlines to achieve its digital retailing ambitions as it scales across its indirect NDC channels.

The latest contract updates from Datalex are underpinned by an uplift in the company's booking volumes in the first quarter of 2023.

Following a challenging period for the aviation in industry in 2022, new data released by Datalex indicates a strong upward trend in airline activity in the first three months of 2023, with a 31% increase in aggregated booking volumes for its global customer base (excluding China) using its digital retailing software in Q1 this year compared to Q1 2022.

Data collected by Datalex in China last month shows a similarly positive picture, with the Chinese market showing a material increase in demand in the first three months of this year with March transaction volumes reaching 43% of 2019 figures.

07 MAY 2023

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https://50skyshades.com/news/airlines/datalex-5-year-renewal-with-jetblue-and-new-partnership-with-latam-airlines

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