LIFT AND GO7 BACK AIRLINE-CONTROLLED VIRTUAL INTERLINING AS NEW MODEL FOR AFRICAN CONNECTIVITY

News / Airlines



GO7 named South African carrier LIFT among the first to implement its Orchestrated Virtual Interlining solution, with the airline calling for wider industry adoption as a new path for connectivity in Africa. Set to go live within weeks, the integration is an early proof point for a new, airline-managed model of virtual interlining that closes the experience gap between traditional and virtual interline partnerships. LIFT believes the move carries wider relevance for Africa, where many airlines rely on traditional interline and codeshare agreements to sell beyond their physical network and optimise capacity utilisation. OVI will ensure improved time to market at a lower cost.

Cilliers Jordaan, Chief Commercial Officer at LIFT, commented: “True virtual interlining will open up exciting distribution opportunities for the African aviation market. Orchestrated VI will allow LIFT

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to sell connected journeys that will grow our direct bookings, offer new markets to our customers and open market opportunities for our existing and future partners. This is why we're deepening our partnership with GO7, and why we believe more African carriers should embrace a new era of airline-managed connectivity."

Adam Weiss, CEO of GO7, said: "Carriers with Low-cost business models, like LIFT, want the reach and flexibility of virtual interlining, but they don't want to hand pricing, settlement, or the customer relationship to a third-party marketplace. Because LIFT already runs on our AeroCRS PSS, they will now be able to sell beyond their physical network from within their own commercial setup, supported by GO7's airline code and settlement infrastructure."

Peer Winter, Chief Distribution Officer at GO7, stated: "OVI shows what airline-controlled connectivity really looks like: partners selling each other's networks with full ancillaries on every segment. Disruption is handled end to end, with through-checked bags and a choice of settlement via ICH or Split Payment. That is what sets OVI apart."

Virtual interlining has traditionally been driven by third-party marketplaces, leaving airlines with limited control over which routes they offer, how they sell ancillaries, and where they take risk. Orchestrated VI gives airlines rules-based control over each virtual connection and enables them to act as the merchant of record.

Originally built for Value Alliance, the model brings VI closer to traditional interlining by adding capabilities existing VI products have not been able to offer. These include a patent-protected baggage transfer solution, disruption guarantee with parametric cash payouts, optional settlement via IATA Clearing House, and the ability to align ancillaries across carriers.

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