

BA and IB commit to further NDC only content



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Dear Valued Partner,

British Airways and Iberia are today, 7 November 2019, announcing their commitment to roll out further NDC only content.

The specific commitments are:

- To continue rolling out additional price points (APP) on both airlines' Long Haul networks in the coming months. Iberia will start with APP on Boston, Los Angeles, Chicago and San Juan from mid December.
- Iberia to move Basic fares to NDC only distribution starting with A and O class on Short Haul from mid December
- BA will move the lowest Short Haul Basic fare booking classes to NDC only distribution during 2020.

The APP and Basic fares will be available to trade partners connected to BA and IB NDC APIs.

Is it not possible to make the APP fares work in the GDS?

We have worked for 18 months with our GDS partners to identify ways to make APP fares bookable and changeable in the GDS. So far, we have not been able to identify a method that protects airline, agents and travellers' interests.

How do I connect to NDC?

Please go to ndc.ba.com to learn more about different connection methods and to register.

When will specific announcements be made about content enhancements and changes?

Specific plans are commercially sensitive. We will aim to give as much notice as we reasonably can.

Do these announcements impact the relationship with the travel trade?

All the content referred to above is available to the trade through NDC. NDC is an industry standard which trade partners of all types are increasingly connecting to. NDC enables us to deliver innovative, high value content, that we believe can lead to a strengthened and more lucrative relationship between us and our trade partners.

Do these announcements impact corporate customers?

The changes are focussed on fares aimed for leisure customers. We recognise that sometimes corporate customers book leisure focussed fares. On Short Haul Economy, if our customers make use of these products, we will address the impact of removing content from the GDS. We continue to work with all our TMC partners to make sure they have access to NDC content.

Is NDC mature enough to support these content developments?

We continue to invest significantly in NDC capability, with new functionality constantly being delivered. This is reflected in today's announcement that we have now achieved IATA Level 4 Certification, and will achieve NDC@Scale by the end of 2019. We welcome further feedback from our TMC and agency partners on further capability enhancements.

Warm Regards

British Airways Distribution Team

