



# AIR CANADA

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## Air Canada and Amadeus Expand Strategic Partnership

- New, multi-year distribution agreement includes full range of NDC-sourced content
- Travel sellers to benefit from long-term roadmap offering additional features and new content
- Air Canada to implement Altéa NDC to optimize distribution via the Amadeus Travel Platform

MONTREAL, April 6, 2023 - As New Distribution Capability (NDC) technology continues to create new retailing opportunities for airlines around the world, Air Canada and Amadeus have expanded their long-standing partnership. Air Canada will enable access to its full range of NDC-sourced content through the Amadeus Travel Platform by leveraging Altéa NDC, Amadeus' IT solution that enables airlines to provide enhanced travel retail experiences by distributing personalized and tailored offers. Additionally, the airline's traditionally sourced content (EDIFACT) will be available worldwide to travel sellers and corporations that utilize the Amadeus Travel Platform.



"Amadeus and Air Canada have a long-standing history of partnering to improve the travel experience and empower travel sellers. We're proud to take this significant next step by offering our NDC content for the first time through a GDS. Now Agencies and Travel Buyers will have access to our most complete range of content and be well-equipped for the introduction of new products and capabilities," said Mark Nasr, Senior Vice President, Products, Marketing & eCommerce at Air Canada. "For buyers and travellers, this means their preferred agency, whether a local independent or large travel management provider, will be able to offer a broader range of rich Air Canada content, travel options and services via the Amadeus Travel Platform at the most competitive prices."

As an Amadeus Altéa customer for its passenger service system, Air Canada will benefit from a single passenger name record (PNR) for managing the end-to-end passenger experience. Advantages also include increased efficiency and seamless integration of Altéa NDC with the Amadeus Travel Platform, enabling travel sellers to efficiently shop, book and manage NDC-sourced travel content.

"We're pleased to build on our strategic partnership with Air Canada, providing the airline technology to manage distribution of its NDC content with full integration through the Amadeus Travel Platform," said Rajiv Rajian, Executive Vice President and Chief Commercial Officer, Americas, Amadeus. "It is important to us that our travel seller customers have choice and access to the best offers via the Amadeus Travel Platform. With our expanded partnership, Air Canada will have the capabilities to distribute tailored and enriched offers and will provide Amadeus travel seller customers with its full range of NDC content."

These advancements further build upon a successful partnership between the two companies. Over the last decade, Amadeus and Air Canada have worked together to introduce a modern reservation system, new and expanded website and mobile app functionalities, an industry-leading loyalty shopping and redemption experience, and expanded connectivity to dozens of partner airlines around the world.

### About Air Canada

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada, the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. Air Canada's Aeroplan program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental rewards. Its freight division, Air

Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada has committed to a net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OCTQX in the US.

## **About Amadeus**

Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. In 2019, we helped connect over 1.9 billion people to local travel providers in over 190 countries.

We have a global mindset and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company has also been recognized by the Dow Jones Sustainability Index for the last ten years.

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- 30 -

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