



Distribution with Offers and Orders (NDC)

Fact Sheet

Overview

New Distribution Capability is a travel industry-supported program launched by IATA for the development and market adoption of a new, XML-based data transmission standard (NDC Standard).

The NDC data exchange format is based on Offer and Order management processes enabling airlines to create and distribute relevant offers to customers, regardless of the distribution channel.

What is NDC addressing?

NDC enables the travel industry to transform the way air products are retailed to corporations, leisure, and business travelers, by addressing the industry's current distribution limitations:



Because it is structured around key functional domains, the NDC standard addresses the end-to-end airline distribution process and delivers an enhanced customer experience.

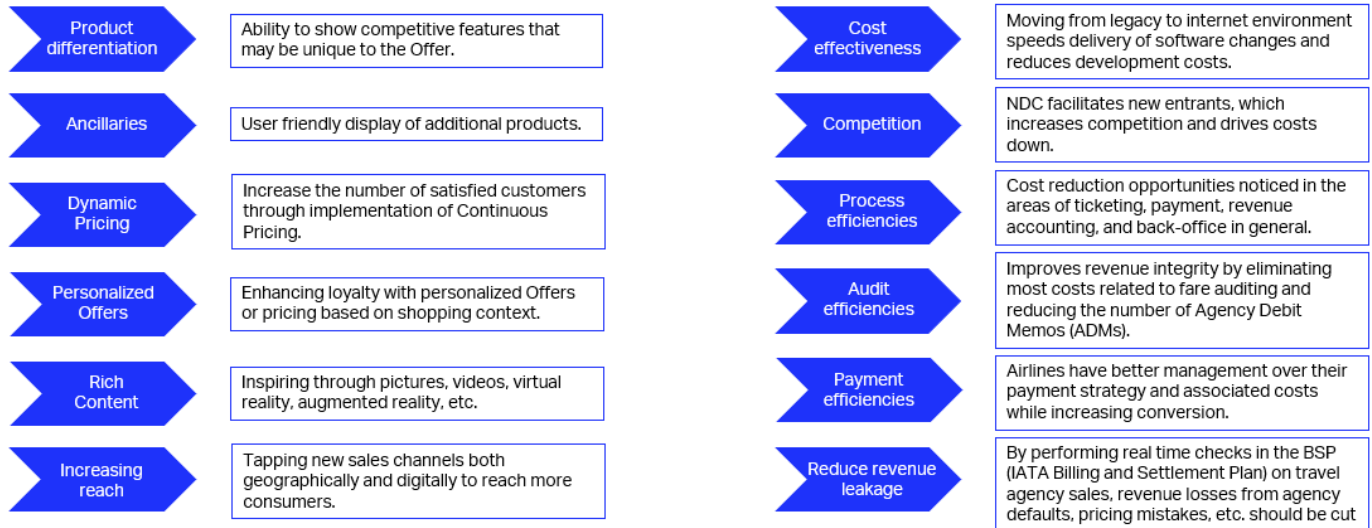
What is in the scope of the NDC Standard?

The NDC Standard enhances the capability of communications between airlines and travel agents and is open to any third party, intermediary, IT provider or non-IATA member, to implement and use. The main features are:

- ✓ NDC is a data communication standard via an API that enables sellers to interact with airlines to shop, order, pay, and service products & services using Offer and Order standards
- ✓ The Offer and Order standards support airline retailing with the following interactions between sellers and airlines:
 - Shop / Offers distribution
 - Order creation
 - Order servicing and cancellation
 - Payments and refunds

The latest schemas for the [NDC \(Offer and Order\) messages](#) provide further support and guidance for the standard implementation.

What are the key drivers of NDC?



Who benefits from NDC and how?

Available on a voluntary and open basis, NDC benefits different industry players across the airline distribution value chain as follows:

Customers

Transparent Shopping Experience

- Make all airline product and service information available to corporate buyers, reducing the need for out-of-policy bookings.
- View and compare all available air transport options and relevant fares.
- Select the most appealing travel option based on preferences which might range from product quality, service level to schedule and/or price.
- Receive personalized offers from preferred resellers based on travel history and preferences.

Travel Sellers

Access to Airlines Rich Content

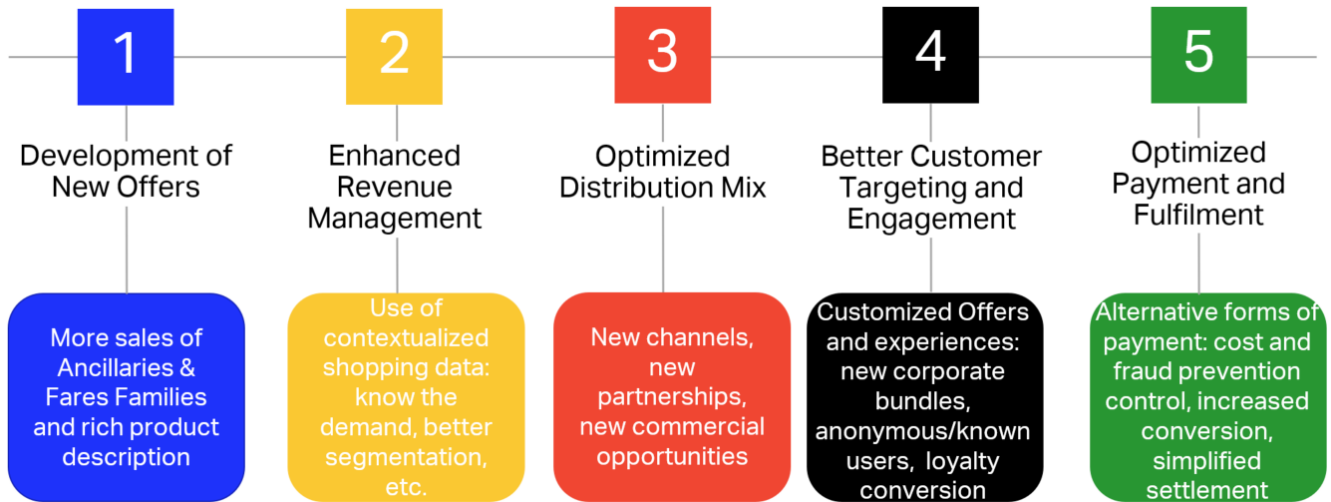
- Access to the entirety of the airline's product portfolio, including ancillaries and promotional fares.
- Work with real-time offer, product, and policy information.
- Deliver improved comparison capability to customers, based on product and service rather than price only.
- Provide personalized service based on customers' full travel history and references if they choose to be recognized.

Full Service & Low-Cost Airlines

Products and Services Differentiation

- Distribute the entirety of the airline's product portfolio, including ancillaries and promotional fares.
- Present the airline's products in an attractive manner, using rich format like photos and videos.
- Expand the amount of information available on each product: attributes, facilities, policies, passenger reviews, etc.
- Offer value-added products and services when applicable.
- More cost-effective and faster deployment.

How does NDC contribute to Airline Retailing Value Creation?



NDC - a critical component of Modern Airline Retailing

Since its inception, NDC has paved the way for one of the largest transformations in our industry—Modern Airline Retailing (MAR) with 100% Offers and Orders. In 2024, key enhancements were made to the NDC 21.3 schemas, facilitating a smoother transition for airlines and value chain partners.

Building on past learnings and addressing future needs, the new generation of schemas introduced with NDC 24.1 and beyond offers incremental but significant advancements. These schemas are designed to better support the realization of Offers and Orders. These schemas serve as the gateway for airlines to fully embrace this transformation.

Moving forward, it remains each airline's responsibility to individually assess the opportunity for NDC adoption and to decide their best timelines. IATA will not prescribe a specific course of action but will accompany any willing airline through their individual journey.

Recognition of NDC capabilities

The Airline Retailing Maturity (ARM) index recognizes companies that are on their journey to Modern Airline Retailing, using Offers and Orders based on the IATA Enhanced and Simplified Distribution (EASD) standards, including NDC and One Order. Companies are published with their validated capabilities in the ARM index registry.

Beyond NDC

To accelerate the transition to a world of 100% Offers and Orders, a Retailing Consortium of airlines with advanced adoption provides thought leadership guidance in critical areas, such as business case development, reference business architecture, airline transition pathways, procurement considerations for modern retailing, and more. [Access all current and upcoming Consortium releases here](#)