

How do you transform airline partnerships to better serve travelers?

Airline partnerships power a huge share of global air travel, yet for travelers, multi-airline journeys often feel disconnected and inconsistent. Travelers book one trip—but encounter different rules, different service levels, and little coordination when things go wrong.

As airlines evolve into true retailers, this fragmented experience no longer fits the expectations of today's traveler. A new approach is needed—one that makes partnerships as seamless and dynamic as modern retailing itself. That's where the Retailer-Supplier model comes in.

Retailer-Supplier is a new IATA-driven model that modernizes how airlines partner — replacing traditional, file-based processes with real-time API connections so airlines can share offers, orders, and operational data seamlessly. The result: partnerships that finally match how travelers expect air travel to work today.



Request more information



**To find out more, click on
the sections below.**

1. What's going wrong with today's multi-airline journeys?
2. Why can't traditional interline and codeshares keep up?
3. What is the Retailer-Supplier model?
4. What does the Retailer-Supplier model unlock for travelers?
5. What does the Retailer-Supplier model unlock for airlines?
6. How is Amadeus enabling this shift?

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- Multi-airline journeys still feel disconnected.
- This leads to inconsistent service, loyalty gaps, and limited support during disruption.

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- Interline and codeshare rely on old models.
- Hard to align servicing, loyalty, reaccommodation.
- Limited retailing and revenue potential (no cross sell, bundles, price optimization).

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- A modern, API-based model for airline partnerships.
- Underpinned by IATA's Standard Retailer Supplier Interline Agreement (SRSIA) model.
- Enables real-time data exchange, shared product catalogues, and dynamic offers across airlines.

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- Booking what they want across the full journey.
- One shared order = consistent service.
- Faster, more seamless recovery during disruption across airlines.

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- New partnership types, including LCC–network and multimodal.
- Dynamic retailing across partner-operated flights.
- Frictionless settlement.
- Reduced complexity through modern models.

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- Enabling Retailer Supplier through Amadeus Nevio and Navitaire Stratos.
- Working with major FSCs such as Finnair, British Airways, Saudia, Air France-KLM, and the Lufthansa Group to advance retail transformation, as well as LCCs like TUI and Volotea.
- Supporting both traditional and modern partnership models during the transition to Offers & Orders.

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