

Amadeus Announces Partnership With Finnair and Skyscanner

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Amadeus has announced a partnership with **Finnair** and **Skyscanner** to allow travelers purchasing Finnair flights from Skyscanner to complete their purchase without leaving the Skyscanner platform.

The new NDC API from Amadeus offers an additional distribution option for travel retailers to integrate Finnair's flights, seats and ancillaries. The new program adds to Amadeus' existing assisted booking portfolio designed to boost the conversion for airlines in the meta channel.

Finnair's head of commercial strategy, distribution and data science, **Rogier van Enk**, says that Finnair is focused on growing operations, stating that the new solution adds another option for the company's partners to sell the full range of Finnair offers with assisted booking through its startup systems while at the same time enhancing Finnair's customer experience.

Additionally, **Stuart Middleton**, commercial director at Skyscanner, said that the new direct booking platform offers a “frictionless” experience for travelers along with enhanced results for carriers, going on to say that the latest integration of the **Amadeus Altéa** NDC will ensure that Skyscanner stays ahead of the competition and will continue to open up new and deeper partnership opportunities with airlines moving forward.

Head of airlines in Northern and Western Europe for Amadeus **Manuel Midon** also commented, adding that as a technology provider for the travel industry, the company’s goal is to provide innovative tools that meet the needs of airlines and travel sellers so they can collaborate more closely to improve the shopping experience for travelers through all channels.

Amadeus Altéa NDC is the latest addition to Amadeus’ range of IT solutions for the real-time distribution of fares and ancillaries, as well as an additional option within the existing portfolio for airlines and metasearch players looking to implement assisted bookings flows.

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