



TripActions Expands Global Inventory with Lufthansa Group airlines' NDC Smart Offer

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AMSTERDAM, November 6, 2019 – [TripActions](#), the fastest-growing business travel platform trusted by the world's most innovative companies, announced it's adding the best of inventory from Lufthansa Group airlines to its New Distribution Capability (NDC) enabled marketplace for its 3,000+ enterprise customers and their travellers. Its new direct connection with Lufthansa Group airlines gives travellers the ability to book the best available inventory directly within the TripActions platform. Business travellers may now access inventory from the airlines in the Lufthansa Group including: Austrian Airlines, Lufthansa, SWISS, and Brussels Airlines.

With TripActions connected directly to Lufthansa Group airlines' Direct NDC API, the benefits to business travellers will include the most competitive fares, bundles, and access to exclusive ancillary services. Content will be displayed as enabled by the International Air Transport Association's (IATA) NDC standard.

"TripActions joining Lufthansa Group airlines' NDC Partner Program is an important step forward for corporate customers to benefit from modern airline retailing. With our combined technology, the Lufthansa Group airlines' NDC Smart Offer and TripActions' global reach, we strongly believe in the strength of our partnership and ability to enhance the traveler shopping experience across Europe, Asia, and North America," **said Heike Birlenbach, Senior Vice President Sales Lufthansa Hub Airlines and Chief Commercial Officer (CCO) Hub Frankfurt.**

"As a mission-driven company and culture focused on the user, we're thrilled to expand our global inventory in partnership with Lufthansa Group airlines to continue delivering the best experience in business travel," **said Danny Finkel, VP of Booking Experience and Supplier Strategy at TripActions.** "Enabling direct relationships with suppliers to bring expanded global inventory choice to travellers has been a top priority for TripActions—including [leading NDC-enabled business travel first with United Airlines in June](#) and [launching a direct connection with Southwest Airlines in October](#). Following massive traction and positive traveller and travel manager response, we're thrilled to expand our NDC deployment with the Lufthansa Group airlines.

"In all that we do, we look to drive a win-win-win in the marketplace: A win for business travellers, travel managers, finance leaders and their organisations, and our partners and suppliers," added Finkel. "With this expanded inventory, business travellers win with increased choice. Travel managers, finance leaders, and their organisations win with increased cost savings, spend visibility, and the ability to fulfill duty of care. Finally, partners and suppliers win as they bring more of their content into our platform with increased personalisation opportunities."

Lufthansa Group airlines' NDC Smart Offer is expected to be launched in the TripActions platform over the upcoming weeks. For more information, visit the [TripActions blog](#).