



**FOR IMMEDIATE RELEASE**

## **Kenya Airways goes live with NDC content in Amadeus**

**Nairobi, Kenya, April 07, 2025.....** Kenya Airways becomes first in Sub-Saharan Africa to distribute NDC Content through Amadeus Travel Platform

Kenya Airways has started deploying its New Distribution Capability (NDC-sourced) content to travel seller customers in Kenya via the Amadeus Travel Platform. This means that Amadeus-connected travel sellers will be among the first to gain access to NDC content from one of the most progressive carriers in the region. This follows Kenya Airways' decision to adopt Altéa NDC to effectively and consistently distribute and service new content and fares through an NDC connectivity across channels, enhancing its retailing capabilities.

The strong synergies between Altéa NDC and the Amadeus Travel Platform will enable faster and smoother implementation of the airline's NDC offers, reducing time to market and bring enhanced productivity to travel sellers.

NDC (New Distribution Capability) is an IATA-developed XML-based data transmission standard that aims to modernize how airlines distribute and sell their products, offering airlines greater flexibility and control over their content and distribution channels. When fully implemented, travel sellers worldwide will have access to the entire Kenya Airways NDC content offering, allowing agents to build new and exciting travel offers.

**Julius Thairu, Chief Commercial and Customer Officer, Kenya Airways** says: "This is a significant milestone for Kenya Airways as we continue to innovate and enhance our travel retailing capabilities. Amadeus has been at the forefront of driving NDC adoption across the global travel ecosystem and was therefore the natural choice for this step on our distribution journey. We are very happy to be able to offer our full range of NDC content through Amadeus' leading technology and to its travel sellers' network.

**Christophe Roux, SVP Airlines, Middle East, Turkey and Africa, Amadeus**, follows up: "Kenya Airways was among the first airlines in Africa to understand the value that NDC technology could offer for its customers, and it's a pleasure to help that retailing ambition come to life. We are very proud that Kenya Airways has trusted Amadeus end to end to enable its modern retailing strategy. With Kenya Airways' NDC content live on the Amadeus Travel Platform, the airline will benefit from significant reach throughout the global community of travel sellers, which again will have the ability to create the bespoke, personalized offers travelers of today expect."

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Notes to the editors:

### **About Kenya Airways:**

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. Prior to the COVID pandemic, the airline carried a record number of over five million passengers in 2019. Its fleet comprises of wide body Boeing aircrafts, this includes its flagship B787 Dreamliner and narrow body Embraer E190 aircrafts. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

For more information go to [www.kenya-airways.com](http://www.kenya-airways.com) or call our 24-hour Customer Services Desk: +254 20 327 4747, Twitter: @KenyaAirways and @KQSupport, Facebook: @OfficialKenyaAirways, Instagram: @OfficialKenyaAirways. For media enquiries, please contact Kenya Airways Corporate Communications: [Corporate.communications@kenya-airways.com](mailto:Corporate.communications@kenya-airways.com)

### **About Amadeus**

Amadeus makes the experience of travel better for everyone, everywhere by inspiring innovation, partnerships and responsibility to people, places and planet.

Our technology powers the travel and tourism industry. Inspiring more open ways of working. More connected ways of thinking, centered around the traveler. Our open platform connects the global travel and hospitality ecosystem. From startups to big industry players and governments too. Together, transforming how travel works.

We are working to make travel a force for social and environmental good. A collective responsibility to protect and improve the people and places we visit, ensuring travel continues to make positive contribution to our world.

We apply innovation to meet new needs, to solve real challenges. Our truly diverse global workforce, made up of 150 nationalities, is passionate about travel and technology.

We are an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. We have also been recognized by the Dow Jones Sustainability Index for the last 13 years.

Amadeus. It's how travel works better.

Learn more about Amadeus at [www.amadeus.com](http://www.amadeus.com), and follow us on LinkedIn, Facebook, X, Youtube, Snapchat

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