



## PRESS RELEASE

### Kenya Airways upgrades its travel booking platform to enhance customer experience

**Nairobi, February 1<sup>st</sup> 2023** – Kenya Airways has upgraded its travel booking platform in a move aimed at providing a more advanced and comprehensive experience for its corporate travel buyers and travel agencies.

The airline has partnered with ARC, a leading air travel intelligence and omnichannel distribution company, to enhance its New Distribution Capability (NDC). NDC allows airlines to seamlessly generate and share offers with customers across various channels, using a standardized data exchange format centered on Offer and Order management processes.

Kenya Airways customers will now be able to get real-time updates, personalized itineraries and improved ancillary services. It will enable Kenya Airways to offer richer content and detailed information through its booking platforms while providing a consistent settlement experience through ARC's trusted platform.

“As our distribution strategy evolves, we recognize the imperative of an NDC solution that aligns with the dynamic needs of our customers. This collaboration with ARC is a pivotal step forward in our journey toward customer centricity,” said Julius Thairu, chief commercial and customer officer at Kenya Airways.

He added: “Kenya Airways remains steadfast in its commitment to elevating the customer journey, and this collaboration marks a significant leap forward in achieving that goal. We are excited about the possibilities Direct Connect unlocks in the U.S. market, and we look forward to setting new standards in the aviation industry.”

“We are delighted to onboard Kenya Airways with ARC Direct Connect, which will empower them to redefine how they engage with travel agencies and travel managers,” said Paige Blunt, senior manager of Direct Connect and ONE Order at ARC. “This collaboration will distinguish Kenya Airways' products and establish a consistent shopping experience across channels, offering access to content that was previously exclusive to the airline's direct channel.”

Introduced in 2018, ARC Direct gives airlines the flexibility to implement distribution strategies that best suit their needs and manage travel agency partnerships. Visit the [ARC Direct Connect webpage](#) for more information.

#### [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. In 2022 the World Travel Awards recognized KQ as Africa's Leading Airline, Africa's Leading Airline Brand, Africa's Leading Airline - Business Class, and Africa's Leading Inflight Magazine (Msafiri). In 2023 KQ was awarded Best Airline Staff in Africa at the prestigious Skytrax World Airline Awards. KQ's fleet comprises of wide-body Boeing aircraft that includes its flagship B787 Dreamliner and narrow-body Embraer E190 aircraft.

The on-board service is renowned worldwide 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, Facebook: KenyaAirways, Instagram: OfficialKenyaAirways

#### **About ARC**

As a leader in air travel intelligence and omnichannel distribution, ARC provides platforms, tools and insights that help the global travel community connect, grow, and thrive. ARC enables the diverse retailing strategies of its customers by providing innovative technology, flexible settlement solutions and access to the world's most comprehensive air transaction dataset. In 2019, ARC managed more than \$97.4 billion in transactions between airlines and travel agencies, representing more than 302 million passenger trips. For more information, please visit [arccorp.com](http://arccorp.com).

#### **For media enquiries, please contact:**

Kenya Airways Corporate Communications:

- [Kanyingi.kuria@kenya-airways.com](mailto:Kanyingi.kuria@kenya-airways.com)
- [Corporate.communications@kenya-airways.com](mailto:Corporate.communications@kenya-airways.com)