



PRESS RELEASE

Tokyo, 14 September 2018

Lufthansa Group launches its new NDC Partner Program in Japan

- **NDC Partner Program introduced in Japan**
- **NDC Partner Program offers new website to provide immediate information and access to Lufthansa Group Airlines' NDC API solutions**
- **Easy online registration now available for web-based booking and servicing platform "SPRK", along with a temporary booking incentive**

Travel agencies and travel technology providers in Japan can now find out about the airline group's various direct sales interfaces on a new website.

<http://www.lhgroupairlines.com/ndc> was set up as part of the NDC Partner Program. This program now bundles offers, exclusive content and solutions of the NDC API connection of Lufthansa Group Airlines on a single platform.

The website is freely available on the internet and provides information on services that are beneficial for sales partners and customers, the so-called NDC Smart Offer, as well as technological and strategic cooperation options. The program also offers user support for connected sales partners and training programs. Travel agencies interested in the free web-based NDC solution SPRK can now register on the website and gain access to the booking and service platform. The registration is possible by filling in a form available on the new website.

"We want to provide our local distribution partners with the best possible solutions. The newly launched NDC Partner Program and its website is an important tool. A steadily increasing number of travel agencies are already using and benefiting from NDC Smart Offer," says Donald Bunkenburg, Senior Director Japan and Korea for Lufthansa Group Airlines. "At the same time we extend our NDC Smart Offer to Japanese customers. Partners using one of the NDC solutions will benefit from an additional price advantage such as DCC exemption (JPY2,180), reduced price for ancillary service, etc."

NDC (New Distribution Capability) is a travel industry supported program (NDC Program) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (NDC Standard). This enhances the capability of communications between airlines and travel agents.

The Lufthansa Group achieved the highest IATA NDC level of certification already in 2017 and continues investing further in innovative NDC solutions which im-

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prove the capabilities and offers for its travel agency partners and furthermore, strengthens its leading position in the industry.

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