



CT Partners drives adoption through NDC Focus Month

04 October: CT Partners is launching a New Distribution Capability (NDC) Focus Month in mid-October. This initiative will provide CT Partners' members with dedicated resources, insights and training on NDC capabilities in collaboration with key industry players.

Participating airlines, including Singapore Airlines, Qantas, United Airlines, Lufthansa Group and Air Canada, will join forces with technology partners to outline their NDC roadmaps and support CT Partners' members optimise their use of NDC technologies and drive increased efficiency in their booking processes.

Founded in 2004, CT Partners stands out as Australia's leading independently owned travel buying network, consistently championing the interests of its members by passing through 100% of supplier payments and driving innovation. CT Partners' members are 32 of the most successful independent corporate travel management firms and premium leisure agencies, and represent the third largest buying group in the Australian with TTV in excess of \$2B in FY24.

CT Partners' focus on NDC adoption reflects its members' readiness to capitalise on industry evolution by integrating new technologies that will ultimately enhance service offerings and provide better outcomes for clients including access to the most competitive fares.

CT Partners has achieved impressive growth in its year-to-date adoption of NDC bookings with Singapore Airlines, displaying an ongoing commitment to technological innovation and reinforces the network's leadership position in the evolving travel distribution landscape.

Quotes attributable to CT Partners CEO Matt Masson:

"By partnering with leading airlines and technology providers, we're ensuring that our members stay ahead of the curve in this rapidly evolving space and provide the best value for their customers and earning capacity for their business."

"Our network's ability to achieve such a rapid increase in NDC adoption is a testament to the agility and forward-thinking mindset of our members."