

# Air Canada launches full content via NDC in Sabre's travel marketplace



An Air Canada A330-300

[Sabre Corporation](#), software and technology provider, and [Air Canada](#) have announced the launch of Air Canada's full content via NDC in Sabre's travel marketplace. This launch empowers travel agencies to consume Air Canada's expanded NDC offers and services, enabling them to provide a more personalized travel experience.

As of July 17, travel agents and other travel sellers can shop, book and service Air Canada NDC offers alongside traditional EDIFACT content and low-cost and ancillary XML options, the press release said. NDC is now available in the following markets: Canada, Australia, Brazil, Denmark, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Japan, Netherlands, Norway, Spain, Sweden, Switzerland, Taiwan, United Kingdom and the United States.

"This partnership with Sabre marks a significant step forward in Air Canada's NDC program," said Mark Nasr, Executive Vice President, Marketing and Digital, Air Canada. "From local independent agencies to large corporate travel management companies, our travel trade partners were, are, and will always be crucial to Air Canada's commercial success. That's why we're committed to working collaboratively on a smooth transition, enabling the trade to connect with Air Canada using their preferred and familiar methods. Sabre's marketplace plays a vital role in the travel ecosystem, making NDC content readily available to travel agents and buyers across the world, providing a consistent and efficient booking experience across all channels."

Air Canada and Sabre are committed to advancing travel retailing to create more personalized experiences for travellers. NDC enables this with technology infrastructure to expand offer-and order-based retailing from airlines to third-party travel sellers, such as travel agencies and online booking tools. By activating NDC through Sabre, travel sellers maintain their competitive edge by maximizing access to Air Canada's content.

"We're thrilled to partner with Air Canada on this NDC launch. Since the very beginning of our NDC efforts, Sabre has prioritized the operational efficiency and workflow integrity to offer a superior value proposition for travel agencies," said Kathy Morgan, Vice President, Product Management - Distribution Experience, Sabre Travel Solutions. "Our robust technology ensures scalability, allowing agents to seamlessly access Air Canada's latest pricing and bundled offerings without compromising service levels. Additionally, our comprehensive end-to-end booking management streamlines the process, reducing the burden on agency resources."

Today, more than 30,000 Sabre-connected travel agencies in 150+ countries leverage Sabre's solutions to shop, book, and service NDC content.