

Media Release

New Qantas distribution model to transform booking experience for trade partners

Hong Kong, 1 August 2019: Qantas' new distribution model – the Qantas Channel – comes into effect today and is set to modernise the way agencies book fares and deliver personalised experiences to customers.

The [Qantas Channel](#) is part of the broader digital strategy to enhance Qantas' booking systems, and is a new agreement between the airline and its agency partners that provides access to a wide range of Qantas fares, products and information for agents.

Agencies who have signed up to the Qantas Channel will, over time, be able to offer customers new content, sourced from the NDC-enabled [Qantas Distribution Platform](#) (QDP), which is not currently available via traditional indirect booking systems.

Qantas has partnered with all of the major Global Distribution Systems to make the Qantas Channel available to agencies globally and continues to work with other technology partners to deliver the Qantas Channel and QDP content.

Thousands of agencies around the world have signed up to the Qantas Channel, representing around 90 per cent of Qantas' revenue from trade partners.

Qantas Executive Manager Sales and Distribution, Igor Kwiatkowski, said the launch of the Qantas Channel was an important milestone in the transformation of the airline's distribution strategy.

"The launch of the Qantas Channel, together with our new distribution platform will, over time, empower our agency partners to deliver more enriched and personalised experiences for our mutual customers," said Mr Kwiatkowski.

"We've observed other international airlines adopt new distribution models and recognise that the adoption of the new technology takes time. That's why we've deliberately taken a phased, collaborative approach so that the Qantas Channel, and the new content that it will offer, can be delivered in the most seamless way possible.

"We'll continue to work closely with our agency partners to prepare for the introduction of the new technology, with the benefits of our new distribution platform expected to start flowing through in the coming months.

"Greater reward and recognition of our Frequent Flyers and the ability to deliver targeted offers for our agency partners are just some of the benefits that are in the pipeline. Ultimately, our vision is to offer our agency partners a bigger toolkit than what they can offer our customers today."

Agencies that have not registered for the Qantas Channel may incur a channel fee, in addition to no longer being able to access a wide range of traditional fares being made available via indirect channels or having access to the new content via the QDP as it becomes available.

Registration for the Qantas Channel remains open for all agencies. For more information and to register, visit <http://www.qantasagencyconnect.com/qantas-channel>.

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About Qantas Airways

Founded in regional Queensland in 1920 – as Queensland and Northern Territory Aerial Services – Qantas is one of the world’s oldest airline and Australia’s most iconic brands, with a central role in the development of the Australian and international aviation industry.

For the fourth year in a row, Qantas has been ranked the world’s safest airline by AirlineRatings.com. Qantas also holds many major awards for service, food and wine, technology and innovation, including the world’s best lounges by airlineratings.com in 2019.

Qantas Airways is part of the Qantas Group, a diverse global aviation business comprising Qantas Domestic, Qantas International, low-cost carrier group Jetstar, and Qantas Loyalty. Operating more than 7,300 flights each week, Qantas Group carries over 50 million passengers each year to more than 1000 destinations around the world together with its codeshare and oneworld partners.