HORIZON®

MARKETPLACE AIR

Sell flights and services from other airlines

With Horizon® Marketplace Air, you can sell seats on other airlines via your own reservations agents and connected travel agents. It also enables you to sell them through your website and mobile channel. This makes it easier to fulfill your customers’ needs for complete travel itineraries, while also generating additional revenue for your airline.

Your agents need to be able to offer end-to-end travel itineraries for your customers, which could include your own services and those of other airlines. As such, it is critical to be able to make bookings on a single terminal screen – with full access to seats on other airlines’ flights.

With Marketplace Air, you get a single interface that provides access to an expansive range of airlines worldwide, with real-time, interactive connectivity.
Key features and benefits

- Access to over 350 airlines with last seat availability and guaranteed sell
- Functionality is controlled by your airline
- Integrates seamlessly into existing workflow of reservation sales agents, airport agents and airline web and mobile sites.

How does it work?

Marketplace Air is available via multiple channels, including an online booking portal, a mobile app and the reservations agent desktop interface. You can also access it through a structured Web Services application interface, which allows your airline to integrate it with other applications.

It enables:
- Real-time search for last seat availability for over 350 airlines worldwide
- Real-time display of partner airlines’ seat maps
- Seat assignments
- Receipt of real-time booking confirmations
- Management of Passenger Name Records (PNRs)
- Making changes/cancellations to PNRs
- PNR synchronization between yours and the booked airline’s systems.

Marketplace Air links are maintained to the highest uptime standards, using the Passenger and Airport Data Interchange Standards Reservations EDIFACT Message Standards (PADIS RES messages).

Features

- Expands route network by adding destinations without extra cost
- Provides customers with convenience, choice and value
- Delivers incremental commission revenues from other airlines
- Eliminates re-training and installation costs
- Supports re-booking during irregular operations
- Eliminates the need for host connections with other airline systems – saving time and cost.

Benefits

SITA AT A GLANCE

SITA is the world’s leading specialist in air transport communications and IT solutions. Owned by the industry, SITA delivers solutions to airlines, airports, GDSs and governments over the world’s most extensive communications network.

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