

# The NDC Connectivity Program is now live



Lufthansa Group is excited to introduce the NDC Connectivity Program, a dynamic and innovative, performance-based initiative. Specifically designed to recognize excellence and empower certified NDC Aggregators through a points-earning and rewards system; the NDC Connectivity Program will also provide valuable information to travel agencies and sales teams, enhancing transparency, quality and efficiency in all travel industry.

Key aspects of the NDC Connectivity Program:

- **Merit-Based Points System:** Certified LHG NDC Aggregators can reach one of the three program' tiers—Standard, Advanced, and Premium—based on their performance
- **Strategic Business Pillars:** Aggregators earn points across six strategic pillars, reflecting a comprehensive range of business capabilities
- **Exclusive Rewards:** Aggregators receive tier-based benefits varying in support, knowledge, engagement and analytical insights
- **Annual Review:** Points will begin accumulating in **August 2025**, and partner rankings will be assessed annually to encourage excellence and adaptability. In **January 2026**, the public tier rankings of all participating partners will be officially announced
- **Free Registration:** NDC Aggregators can join the NDC Connectivity Program at no cost through the NDC Connectivity Program Portal. Registration is already open, but full Portal features—including personal ranking and points—will become available by **the end of 2025**

With this initiative, Lufthansa Group ensures a new solution by overseeing a balanced and efficient provider landscape, hence following its mission to accelerate NDC adoption and drive innovation in Modern Airline Retailing.

Should you have any questions or require additional information, please don't hesitate to reach out to our dedicated team at: [distribution\\_providermanagement@lufthansa-group.com](mailto:distribution_providermanagement@lufthansa-group.com)