

Leading airline Emirates boosts leisure travel sales -

Peakwork Flight Player connects Emirates to worldwide Player Hub Network

State: May 2022

BACKGROUND

Emirates currently flies to over 120 destinations worldwide, offering travelers safe and convenient flights between the regions of Europe, the Middle East, Africa, Asia-Pacific and the Americas via its Dubai hub.

From Germany, Emirates currently connects people and places around the world with two daily scheduled flights each from Frankfurt, Munich, Dusseldorf and Hamburg.

On board its modern Airbus A380 and Boeing 777 fleet, Emirates offers its guests in all classes a multi-awarded comfort and service, the hospitality of its international cabin crew and an extensive entertainment program with over 4,500 on-demand channels.

THE CHALLENGE

Emirates inspires travellers around the world with its growing network of worldwide destinations, industry leading inflight entertainment, regionally inspired cuisine, and a world-class service.

One big step for Emirates' growth strategy is to increase sales in leisure travel by gaining access to global leisure travel tour operators.

Stephan Bruch, Sales Manager Leisure Travel at Emirates, explains:

“Emirates delivers a first class travel service which is valuable for any tour operator offering international, high quality travel product and packages.

OVERVIEW

Company: Emirates

Location: United Arab Emirates

Technology: Peakwork Flight Player + Live API connectivity

Results: Worldwide leading airline expands leisure travel sales with individual tour operator fares

Link: www.emirates.com



The connectivity to international leisure travel partners and distribution would support Emirates in maximizing both the rates of seats sold on each flight and associated revenues.

THE SOLUTION

Emirates uses Peakwork's Player Hub Technology to accelerate its sales to the international leisure travel industry. Flight offers are delivered in the unified EDF exchange data format in order to communicate and exchange offers with partners. This unique data format enables an extremely fast and secure data exchange at high quality level. Emirates delivers both published fares and tour operator fares which are specifically designed for package sales. The Peakwork system allows full flexibility in price management up to individually negotiated fares.

Stephan Bruch adds:

“With Peakwork, we have the flexibility to create individual offers for our global tour operator and distribution partners. We define O&Ds, fares and contingents exactly as the market needs them.

Emirates offers economy, business and first-class flights for Dynamic Packaging, which is key for tour operators with premium product offer.

In addition, since 2022, Peakwork also operates the connection to Emirate's NDC API 17.2. So, tour operators and distributors in the Peakwork partner network can instantly access the live NDC portfolio in addition to high performing cache data. This NDC API is designed for Emirates' worldwide trade partners to access the airline's rich content and other

FAST FACTS

- Successfully diversify with additional distribution approach
 - Deliver flexible tariffs to tour operator partners
 - Offer live NDC API connectivity
 - Increased bookings in the leisure travel market
 - Open new global distribution channel
 - Access to global tour operator partners
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services easily and directly. The Emirates Gateway enables the airline's trade partners to enhance travellers' journeys with customized products and services.

Peakwork's software for travel agencies also accesses the Emirates flight portfolio via the Peakwork Hub to enable travel agencies' sales.

SOME RESULTS

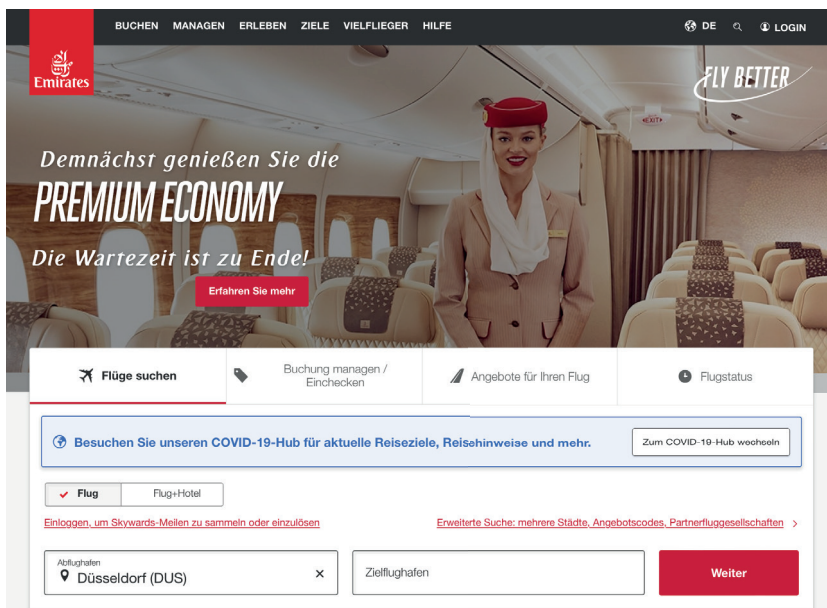
Today, the major European tour operators use Emirates flight offers for Dynamic Packaging, including TUI, DER Touristik Group, FTI, and many more. Emirates has already increased sales to tour operators in Germany, Austria, Switzerland, Italy, and the Czech Republic.

Next steps: The Peakwork partner network is growing constantly. With an increasing number of partners and sales markets, the demand for Emirates flights intensifies. The flexible technology allows Emirates to access more sales markets as well as increasing the number of flights and flight routes to destinations relevant for global travellers.

LINK

- www.emirates.com

WEBSITE



The screenshot shows the Emirates website interface. At the top, there is a navigation bar with links: BÜCHEN, MANAGEN, ERLEBEN, ZIELE, VIELFLIEGER, and HILFE. On the right, there are links for DE, a search icon, and LOGIN. The main banner features an Emirates flight attendant in a Premium Economy cabin with the text: "Demnächst genießen Sie die **PREMIUM ECONOMY**. Die Wartezeit ist zu Ende!" and a button "Erfahren Sie mehr". Below the banner, there are four tabs: "Flüge suchen" (selected), "Buchung managen / Einchecken", "Angebote für Ihren Flug", and "Flugstatus". A blue banner below the tabs says: "Besuchen Sie unseren COVID-19-Hub für aktuelle Reiseziele, Reisehinweise und mehr." with a button "Zum COVID-19-Hub wechseln". Below this, there are two buttons: "Flug" (selected) and "Flug+Hotel". A red link says: "Einloggen, um Skywards-Meilen zu sammeln oder einzulösen". Another red link says: "Erweiterte Suche: mehrere Städte, Angebotscodes, Partnerfluggesellschaften". At the bottom, there is a flight search form with "Abflugort: Düsseldorf (DUS)" and a "Zielflughafen" field, followed by a red "Weiter" button.