

NDC Messaging 101

Your go-to guide for clear, consistent, and impactful messaging

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How to use this doc

This **NDC Messaging 101 Guide** is designed to provide a clear, structured summary of FCM's NDC positioning and messaging. It brings together the most critical elements from our **NDC Positioning Strategy** and **NDC Messaging Framework** into a single, easy-to-reference resource.

Who is this guide for?

This document is intended for **marketing, communications, and content teams** to ensure all external messaging about FCM's NDC approach is aligned, consistent, and impactful.

How to apply this messaging

Use this guide when creating:

- ✓ Website content
- ✓ Social media posts
- ✓ Email campaigns
- ✓ Sales collateral
- ✓ Thought leadership articles
- ✓ Press releases
- ✓ Sales content

Key elements in this guide:

- **Core positioning statement:** A succinct summary of how FCM differentiates itself in the NDC space.
- **Value proposition & elevator pitch:** A refined, compelling way to articulate our NDC strategy.
- **Unique differentiators:** The standout attributes that set us apart from competitors.
- **Key messaging & outcome pillars:** The foundation for consistent communication across all channels.

Maintaining consistency & approvals

Please ensure that any marketing materials referencing NDC adhere to this guide. If you're developing new content, please run it by **Ioana Gaicea, Global Supply**

Product Marketing Manager (Ioana.gaicea@flightcentre.co.uk) before publishing to ensure accuracy and alignment with the broader strategy.

For any questions, clarifications or feedback, feel free to reach out!

Core positioning statement

A clear and strategic definition of how FCM stands out in the market, shaping our messaging and competitive differentiation.

FCM is committed to modern air retailing, ensuring businesses have access to rigorously tested, serviceable NDC content that drives efficiency and value. With a focus on operational reliability and customer alignment, we make NDC work for corporate travel programmes, delivering content that is practical, compliant, and future-ready.

Core value proposition

The core value prop that is often used on homepage headlines. This is a succinct statement of our unique value that we're able to offer customers. This is closely tied to our positioning and has one, clear focal point.

Business-ready NDC: Relevant, tested to the highest standard, and proven to work for your business.

Audience

Company profiles & NDC understanding:

Our target audience typically falls within two types of company profiles:

- **Companies with a light understanding of NDC** – These businesses are in the early stages of exploring NDC and require guidance on what it means for their travel programme, including its benefits, potential challenges, and impact on servicing.
- **Companies with a higher understanding of NDC** – These organisations have a stronger grasp of NDC but still require education on its practical applications, servicing implications, and how to integrate it effectively into their travel programme. They seek a TMC that can provide both expertise and a structured approach to NDC adoption.

Personas we're actively speaking to:

- **Travel Managers:** Focused on operational efficiency, visibility, innovation, and cost control.
- **Decision Makers:** Prioritising budget optimisation, policy adherence, and risk management.

👉 **Ioana's tips:** for a detailed breakdown of these personas and their pain points please access the positioning doc [here](#).

Competitive differentiators

👉 **Ioana's tips:** These competitive differentiators should guide how we talk about FCM's NDC approach. They are not for throwing shade at competitors, but for showing prospects and customers the value of how we do things differently - always framed in terms of what it means for them. When creating content, select the differentiators that are most relevant to the story you're telling, and focus on the customer outcomes (reliability, confidence, savings, smoother adoption) rather than the mechanics of how we deliver them.

#1. Deep industry expertise and strong partnerships

Key talking points:

- We've worked with NDC from its earliest days, gaining deep experience in how to make it work for corporate travel.
- With our strong heritage in air distribution, we know how to optimise content and navigate industry shifts.
- Our long-standing partnerships with airlines, GDSs, OBTs, and aggregators give us early access to reliable, tested content and ensure scalability for customers.
- Through leadership roles in IATA and close collaboration with suppliers, we help shape how modern air retailing evolves — giving customers confidence they're working with a partner at the forefront of change.

#2. We focus on delivering NDC content that is serviceable and relevant

Key talking points:

- While some competitors switch on everything for the sake of breadth, **we focus on NDC content that is tested, reliable, and aligned with corporate programme needs.**

- Our disciplined approach means NDC is activated only when it adds value - giving customers confidence that every piece of content works in practice, not just in theory.
- By consolidating NDC, EDIFACT, and low-cost carrier fares across our ecosystem of partners, we reduce fragmentation and deliver consistency across systems and regions.
- Ongoing investment in modern air retailing ensures the content we provide today continues to evolve with customer and industry needs.

#3. Customer-first guidance

Key talking points:

- While some competitors simply “switch NDC on” and leave customers to manage the complexity, FCM stays by your side every step of the way.
- We guide adoption through consultation, phased rollouts, and ongoing support - so customers can make informed decisions with confidence.
- Every activation is carefully aligned to programme goals and servicing needs, ensuring NDC works for you both online and offline.
- Our role is to cut through the noise: helping customers understand what’s ready, what’s proven, and what’s just hype.

#4. We believe in innovation through technology and future-proof NDC distribution

Key talking points:

- We continue to invest in modern air retailing and new technology, ensuring our NDC solutions keep pace with industry change.
- By working across airlines, GDSs, OBTs, and aggregators, we give customers confidence their programme will adapt as distribution evolves.
- FCM works across the ecosystem — combining NDC, EDIFACT, and low-cost carrier content to give customers flexibility and choice.
- Innovation at FCM is designed to be practical: new capabilities are introduced carefully, protecting programme stability while unlocking new value.

#5. Proven track record of rigorous testing and implementation

Key talking points:

- Every piece of NDC content is tested end-to-end before rollout, ensuring it works reliably across booking, servicing, and reporting.

- We take a phased approach — introducing new content carefully, so customers only see it once it's proven in practice.
- NDC is activated only when it enhances a customer's programme and aligns with policies and goals, giving customers confidence that it adds value, not risk.

👉 **Ioana's tips:** want to read more about our unique differentiators? Find everything you need in the positioning doc [here](#).

Elevator pitch

1-2 sentences that incorporate our value prop.

At FCM, we don't just switch NDC on - we make it work for your business. Every piece of content is tested to the highest standards, so your travellers get reliable options and your programme runs smoothly. Backed by strong airline and technology partnerships, combined with a consultative approach, we deliver content that's reliable today and adaptable as your needs change.

Long description

This includes the value points uncovered in our positioning work, as well as our NDC solution's details, headline benefits and an indication of our target market.

We make NDC **practical, effective, and ready to deliver meaningful outcomes** for your travel programme. FCM's NDC solution provides **rigorously tested, relevant content** from trusted partners, ensuring your programme benefits fully.

We work closely with **the majority of leading global NDC carriers** and validate each offering through extensive testing, ensuring it integrates smoothly into your booking and servicing systems. This results in **consistent service, enhanced efficiency, and content that adds real value to your business**.

Our approach **prioritises quality, reliability, and alignment** with your needs over quantity, making NDC a practical and **future-ready** solution for modern corporate travel.

Tone of voice

- **Professional** yet approachable
- **Confident** and innovative

- **Clear** and straightforward
- **Customer-focused**, highlighting partnership and value

Outcomes

The outcomes that are possible because of our NDC approach/solution.

- **Access to a wide range of NDC content from leading global airlines**, tested to the highest standards so you can trust it will deliver in your travel programme.
- **Tailored programme alignment, with content activated only when it supports your policies**, budgets, and goals.
- **Future-ready flexibility, powered by strong partnerships with airlines, GDSs, OBTs, and aggregators** to keep pace with industry change.
- **An enhanced traveller experience, through richer content, personalised offers, and greater transparency** at the point of booking.
- **NDC availability across regions and OBTs**: customers need access to relevant NDC content wherever they operate, seamlessly integrated with their preferred online booking tools.
- **Seamless implementation**: they require confidence that integrating NDC into their travel programme will not disrupt existing workflows, servicing, or reporting capabilities.
- **Data and reporting insights**: access to clear, actionable reporting on NDC bookings, including visibility into potential cost savings and programme performance.
- **Guidance and education**: a trusted partner to provide clarity on the differences between EDIFACT and NDC content, helping customers evaluate whether NDC is the right fit for their programme.

Outcome pillars

These pillars substantiate our elevator pitch and positioning work and encapsulate our approach and value prop. Think what makes us different – these should always guide your approach to content creation, they're the foundation.

Pillar #1

Relevant global NDC content that is serviceable and proven to work

Pillar #2

Trusted NDC guidance backed by industry expertise

Last updated: December 2025

Prepared by: Ioana Gaicea, Global Supply PMM

Pillar #3

Thoroughly tested, ready for your business

Key messages for NDC at FCM

👉 Key messaging pillars to help shape blogs, social media, and other content assets. You can directly use these messages in your content. Think copy & paste.

1. Business-ready NDC content delivered by FCM

- **NDC that works for corporate travel:** We ensure every piece of NDC content is tested and aligned with corporate programme needs, so customers can trust it fits their policies, workflows, and traveller expectations.
- **Quality over quantity:** we prioritise NDC content that is aligned with corporate travel needs, rather than simply offering broad, untested options. Every NDC content offering is rigorously reviewed to ensure compliance with global data protection regulations, safeguarding business and traveller information.
- **Strategic industry partnerships:** Our strong relationships with airlines, OBTs, GDSs, and aggregators mean we bring customers early access to the most effective and relevant content.
- **Freedom of choice:** By consolidating NDC, EDIFACT, and low-cost carrier fares, we reduce fragmentation and give businesses the flexibility to manage all their air content in one place.

👉 Proof points:

- ✓ We consider a range of factors including how NDC fits in with our customers:
 - Travel policy
 - Online/offline booking
 - Servicing
 - Duty of care
 - Compliance
 - Payments and credits

In case you're looking for customer quotes, we're currently working on this library. Speak to Ioana for more details.

2. We're a trusted partner in NDC adoption

- **Clear guidance in a complex space:** We simplify NDC by helping customers understand what's ready, what's proven, and what will work best for their programme.
- **Customer-first activation:** NDC is only switched on when it genuinely benefits your travel programme, ensuring smoother integration and productive outcomes.
- **Consultative guidance:** We work side-by-side with customers to assess where NDC fits, clarify limitations, and make sure activation aligns with their programme goals.
- **Phased rollouts you can trust:** We pilot and test every new capability before introducing it more widely, so adoption is safe and disruption-free.
- **Experience you can rely on:** With decades of air distribution expertise and strong industry partnerships, we turn industry complexity into practical solutions for corporates.
- **Active role in industry working groups:** Participation in global forums helps influence and shape the future of NDC while prioritising customer needs.

👉 Proof points:

- ✓ **Industry involvement:** we are involved in a number of industry panels (including Nicola Ping, *Director Global Air Content & Distribution*, chairs the IATA Shop Order Advisory Forum (SOSB AF) & Marcus Eklund, Global FCM Managing Director, is the Chairman of the IATA Global Travel Management Executive Council

Ioana's notes: this might not be still the case, if you want to use in your content please check with Nikki Ping.

♥️ QANTAS ANZ EXAMPLE:

- ✓ **Thought leadership:** *"We are activating NDC content that matches each customer's travel program objectives to make sure businesses are only fed content that ensures productivity and relevance within their travel ecosystem. NDC won't be the best fit for everyone, and that's okay."* – Melissa Elf
- ✓ **Customer-first guidance:** Over **35,000 Qantas NDC tickets booked** across Flight Centre Travel Group corporate brands since July, with **3,000+ customers** using NDC content.

Ioana's notes: As with any NDC data this might be outdated - please check with me if you want to use this data point

- *"We are activating NDC content that matches each customer's travel program objectives to make sure businesses are only fed content that ensures productivity and relevance within their travel ecosystem. NDC won't be the best fit for everyone, and that's okay."* – Melissa Elf
- ✓ **Proven customer outcomes:**
 - Customers saw an **average 6.5% saving on Qantas base fares**, with some months delivering up to **17% savings on domestic trips** compared to EDIFACT fares.
- ✓ **Ecosystem collaboration:**
 - FCM's tech teams worked closely with **Serko and Sabre** to ensure NDC fits naturally into online booking flows, delivering richer content and dynamic pricing while maintaining a familiar experience for customers.

♥ SINGAPORE AIRLINES QUOTE:

- *"Working with FCM has been instrumental to our distribution strategy. Their proactive approach to implementing NDC capabilities has unlocked new opportunities for enhanced customer offers and value. FCM's expertise has enabled us to continually deliver relevant offerings and a more seamless experience to our business travellers, setting a new benchmark in airline distribution."* By Gan Cai Fong, General Manager Distribution, Singapore Airlines

3. We believe in innovation through technology

- **Future-ready solutions:** We continuously invest in modern air retailing and technology, ensuring our NDC offering adapts as distribution evolves.
- **Innovation with confidence:** Every new capability is introduced carefully and tested against corporate travel servicing standards, so businesses can adopt NDC without disruption.
- **Partnerships that drive progress:** By working closely with leading airlines, OBTs, GDSs, and aggregators, we bring customers solutions that are practical today and built for tomorrow.

👉 Proof points:

- ✓ **Thought leadership:** *"FCM Travel took an industry-leading position through which we have educated the airline industry on the entire travel*

ecosystem. This has involved us engaging and presenting to airline sales and technology teams, to ensure their NDC offering was going to be fit-for-purpose for the entire travel industry.” – Melissa Elf, Global COO

4. Modern Air Retailing: Driving the future of corporate travel

- **Committed to innovation:** we embrace modern air retailing, ensuring businesses stay ahead with a future-ready travel programme.
- **Aligned, not disrupted:** We help businesses adopt airline distribution changes while keeping control of their policies, budgets, and traveller needs.
- **Continuous investment:** We invest in modern air retailing and technology to ensure travel programmes are ready for what’s next, not just what’s live today.

👉 **Ioana’s tips:** if you want to go through the full messaging framework, this can be found [here](#).