



Interline in an Offer–Order World

Retailing is accelerating. Connectivity is lagging.



CAPA Airline Leaders Conference, Lisbon —
David Gunnarsson, CEO, Dohop



Offer-Order is rebuilding airline retailing



Dynamic offers,
airline-controlled



One order replaces
tickets/PNRs/EMDs



Better retailing outcomes
(revenue, conversion, CX)



NDC continues to scale



Evolving airline distribution practices

Moving beyond legacy systems to modern, flexible retailing platforms.



Differentiated content and prices

Tailored offers and dynamic pricing for a personalized customer experience.



Retailing modernises - interline doesn't

Offer-Order
removes these
shared artefacts



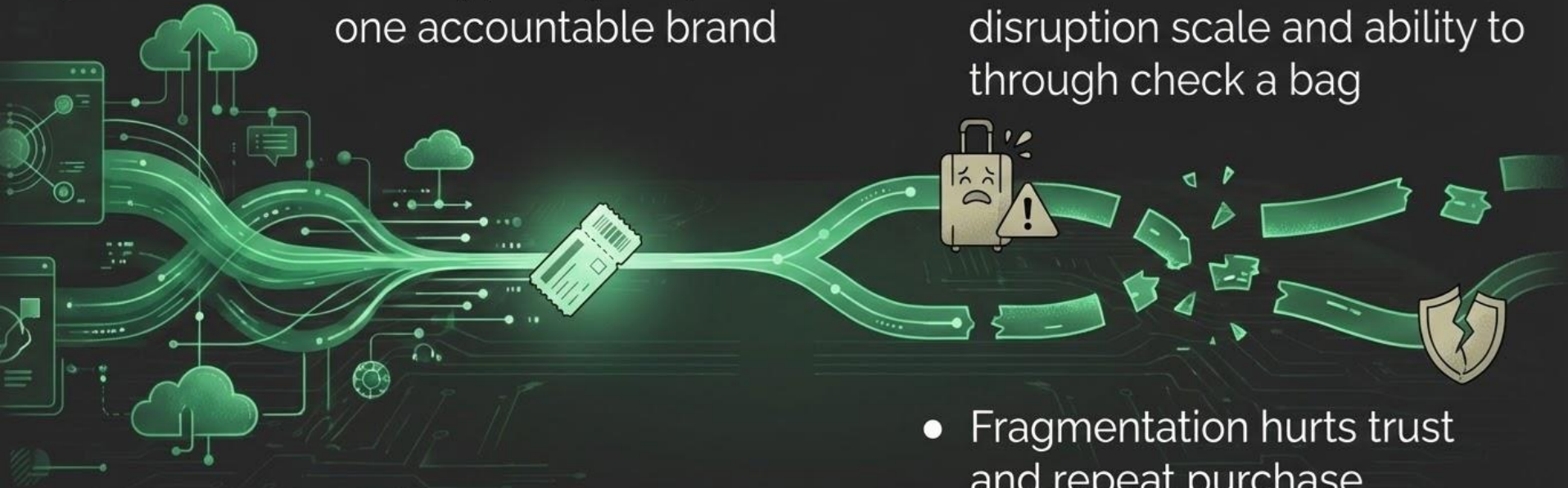
Interline still relies
on filed fares, ticketing,
legacy messaging

**Result: interline processes
haven't adapted → the gap**



Customers still buy journeys, not segments

- One trip, one price, one accountable brand
- Self-connect breaks down at disruption scale and ability to through check a bag
- Fragmentation hurts trust and repeat purchase





The industry promise (IATA view)

- Seamless multi-carrier journey
- Operational efficiency
- Faster partnerships & bundles
- Sales optimization
- Improved disruption management





Reality check: The benefits are years away

Modern interline needs
new shared mechanics

Offer—Order interlining is
early - we need a bridge now

NDC took ~15 years
to reach scale





Today's alternatives & limits

Codeshare / interline

Strong where it exists,
slow to scale



Virtual / alternative interline

Fast route extension,
fragile experience



Limitations:



Servicing



IROPs



Baggage



Brand



Performance
visibility



Through
pricing



Settlement



What's missing: A connectivity layer now

Offer-Order does not
create interline on its own

Need partner-neutral
connectivity to combine offers

Shared servicing +
IROP handling at scale

Offer-order could be an opportunity to
do away with interline as we know it and
create a traveller-centric product

Network extension
while airlines retain
retail control



What Dohop enables today



True connected
travel across
carriers



Known commercial
terms + agreed
operating rules



Airline OMS can
create/price/distribute
like any product



End-to-end journey
management from
planning to booking to
post-booking

**Our vision is to make connected travel simple
- for airlines and their passengers**



Start with baggage transfer

Top friction in
interline journeys



Offer-Order doesn't
solve automatically

**Solve baggage => unlock
broader modern interline**



We are live now with Scoot and Air India Express



Don't lose the network while gaining retailing



Offer-Order is inevitable and good. Interline remains essential to the network product but but this could change – is this an opportunity to remove another layer of complexity in air travel?



Rebuild interline for **Offers & Orders** — now, not in 5+ years



Thank you

DOHOP
