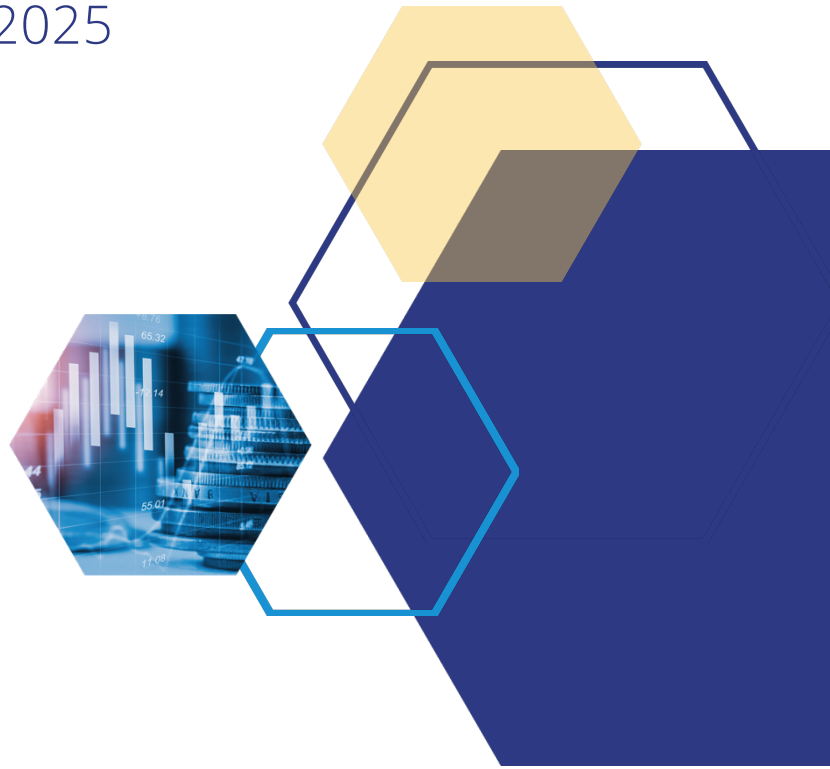
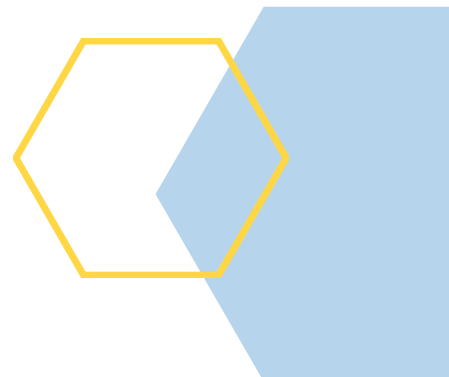




FIRST VIEW
November 2025



IATA WPS/WFS





THE FACTS

IATA held its annual World Passenger Symposium and World Finance Symposium in Istanbul from the 4th to the 6th of November 2025. Around a thousand attendees followed three functional tracks addressing Offers and Orders, Payment and Finance, and Customer Experience. Forty companies had stands in the exhibition area which was also the venue for extensive networking opportunities.

THE ANALYSIS

The IATA WPS/WFS has been running since the 2023 event in Chicago. Prior to that the two halves of the event had run in different locations and on different dates. The first WPS took place in Singapore in 2011. In previous years both events were considered to be highlights of the year and were opened by the current IATA Director General. Like last year in Bangkok the DG did not attend WFS/WPS this time.

T2RL had two representatives in Istanbul so we cannot report first hand on the content in the Customer Experience track. However a number of common themes emerged in the two tracks that we were able to follow.

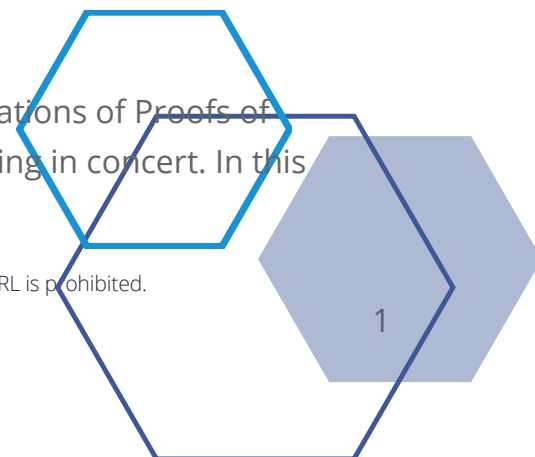
Both the commercial presentations in Track One and the financial ones in Track Two addressed the urgent need for modernisation in both airline technology and the business processes it supports. There was a very strong emphasis on modularity as a principle. Many speakers saw this as a key factor in providing airlines with the freedom to determine their own destiny in a world that is changing rapidly. Speakers emphasised that the wider world is changing rapidly. The proliferation of forms of payment that go well beyond cash and bank cards was a theme running through the finance discussions. Several speakers voiced a concern that the rapid advance of Agentic AI could overtake the airline industry's attempts to modernise its commercial stack with OOSD.

All was not gloom. The commercial track saw several presentations of Proofs of Concept that have been developed by multiple vendors working in concert. In this

[First View: IATA WPS/WFS](#)

© 2025 T2RL | Contains confidential information proprietary to T2RL | www.t2rl.com

All rights reserved | Reproduction or redistribution in any form without the prior permission of T2RL is prohibited.





respect the outstanding session was from OpenJaw, PROS, PIANO, Airnguru, Lufthansa Systems and Res2, who together showed a PoC, developed with All Nippon Airways, of a full OOSD implementation including ancillary offers and orders. While technical details of how it all fitted together were sparse there is no doubt that it represented an important step in the industry's journey.

Another demonstration that attracted attention was the British Airways and American Airlines PoC on selling ancillaries, in this case seat selection, using functionality defined by the SRSIA¹. The most eye-catching feature of this was that American Airlines is using Amadeus Nevio for its role as Retailer and that the PoC is in production use, albeit in a very restricted way.

The conference also featured violent agreement on the desperate need for more standards to be defined. One presentation suggested that the work of defining standards under the aegis of the IATA Airline Retailing Consortium will not be complete until 2028.

THE SPECULATION

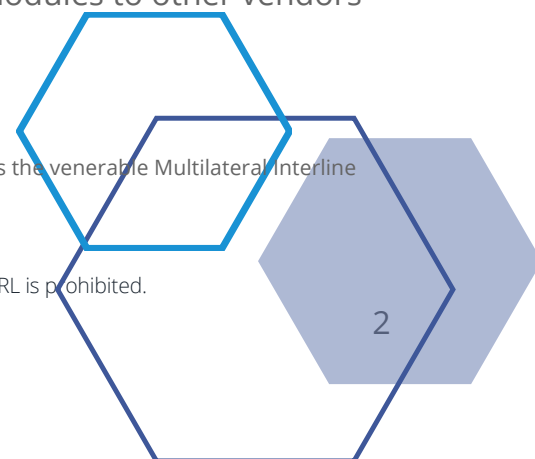
There is no doubt that IATA has an important role to play in setting the future direction of the industry and WPS/WFS is one of the key events in the year. It is concerning that it no longer seems to attract the attention of the organisation's top management and perhaps this is reflected in the slow pace of standards setting. If the industry has to wait another three years for a reasonable set of standards then it will be irrelevant. Just as in other industries the standards will be set by a very small number of dominant suppliers. Amadeus assures the world that its Nevio solution set has been architected in a modular manner and there is no serious doubt that this is true on a technical level. Whether Amadeus will open up the interfaces between the modules to other vendors

¹ The Supplier-Retailer Standard Interline Agreement. The new agreement that supplements the venerable Multilateral Interline Traffic Agreement (MITA) that has been used for decades.

[First View: IATA WPS/WFS](#)

© 2025 T2RL | Contains confidential information proprietary to T2RL | www.t2rl.com

All rights reserved | Reproduction or redistribution in any form without the prior permission of T2RL is prohibited.





has still to be demonstrated. Just publishing a set of APIs will not be enough. It must be accompanied by contractual terms that make a modular approach feasible commercially as well as technically.

T2RL Travel Technology Research Ltd, is an independent sourcing and research company that specializes in airline technology and distribution. Based on data since the year 2000 it has tracked industry trends for airlines as well as their IT providers, distribution partners, and customers. All parties use its research to make informed business decisions to meet current and future needs. For further information, visit our website at www.t2rl.com.

