TIDS
TRAVEL INDUSTRY DESIGNATOR SERVICE

An industry standard for identification of Travel Sellers in a digital landscape

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As digital distribution quickly evolves and NDC adoption ramps-up, Seller identification can be a tortuous exercise.
In 2019, the NDC SOSB made Seller Identity a priority and endorsed the IATA TIDS Program as the Solution to this blocker.
TIDS is an Identity Management Program that standardizes the identification of Non-Accredited Travel Sellers through assignment of a Unique ID:

✓ **The IATA Numeric Code**
TIDS provides a unique and **Verifiable Industry ID** to each Seller’s office, essential for Agent Onboarding either on Airline Direct Connect Platforms or via Aggregators.
**TIDS Master Data** travels to Airline and Industry Systems. New TIDS participants, changes to TIDS business details and terminations are regularly reported and exposed via API.
Sellers’ details, carefully maintained by IATA, can help you build and **customize your Offers** based on the Seller’s location and other attributes. TIDS also allows for **richer sales reporting & analytics**.
Following NDC SOSB recommendations, IATA is making the TIDS Program more accessible with:

✓ **Total Elimination of Cost**

✓ **Digital Application Process**
In May 2019, a TIDS Pilot was launched in cooperation with Qantas to prove the concept in real-life conditions. Pilot allowed Qantas to uniquely identify 1,000+ Partners for their Qantas Channel Program.
Qantas has now adopted the solution and will make **TIDS a Standard Requirement** for Identification of Non-Accredited Sellers on their NDC platform.
Qantas is a strong advocate of the TIDS program and has used it to efficiently and effectively validate and identify agents as part of its Qantas Channel Program.

TIDS is a convenient and cost effective identity management solution for both agencies and airlines.

Qantas encourages airlines to support the program and make TIDS the universal approach to validation and identification of Non-Accredited Sellers.

“Nathan Smeulders
Snr Manager Distribution | Qantas Airways