



The API site features an API Playground and API Showcase to introduce the functionality. Data already available includes information on core services such as flight schedules, arrivals, departures, flight status and aircraft seating maps. Other ancillary services such as cities, countries and airport lounge information have recently been added and there are plans to add even more data in future. Portal design enables developers to easily register their applications and create individual API plans. Resources can be tested and there is extensive interface documentation.

The site invites start-ups and digital companies to co-create innovative offers to 'advance the way we travel' and tempts them with a potential user base of Lufthansa's 100 million passengers.

Benefits

Improved brand visibility

The first mentionable external usage of Open API recently went live with FlightStats.com and, as more developers use the interface, Lufthansa anticipates that a wide range of other services will follow.

"As more Lufthansa-centric apps are published it will increase our brand visibility and position us as an innovative organisation," says Ramscheid. "We expect that this will also translate into increased earnings because these services will be able to target new markets – for example a dedicated one for travellers with special needs. Lufthansa cannot invest the time or money on these markets but there is a good business case for external developers to do this. We will support them and in the end it will increase bookings with Lufthansa.

