GO7 UNVEILS ORCHESTRATED VI TO BRING FULL INTERLINING CAPABILITIES TO VIRTUAL CONNECTIONS

News / Airlines



GO7 announced the launch of Orchestrated Virtual Interlining, which enables carriers to sell connected journeys that feel like interlining – without the costs and complexity of traditional agreements. Virtual interlining has largely been driven by third-party marketplaces, forcing airlines to compromise on their choice of partners and ancillaries. GO7's Orchestrated VI reverses that dynamic, giving airlines rules-based control over which partners and routes are offered, and enabling end-to-end journeys to be sold directly, with the airline acting as the merchant of record.?

Carriers using Orchestrated VI can expand their physical networks without the need for costly and complex interline agreements. Unlike with existing VI solutions, they also benefit from GO7's patent-protected baggage transfer solution (ThruBag), as well as an optional disruption guarantee (ConnectProtect) and optional settlement via IATA Clearing House.

Peer Winter, Chief Distribution Officer of GO7, commented: "Virtual interlining promised to help airlines grow beyond their physical network, but too often the price was having to give up control. Orchestrated VI puts carriers back in charge: they choose who to connect with, how ancillaries are sold, and where they take on risk – while keeping the passenger relationship from start to finish. For the first time, Orchestrated VI delivers the practical benefits of traditional interlining, including through checking of baggage, but without the cost and complexity, helping airlines drive higher load factors and grow direct bookings where it matters."

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At the core of Orchestrated Virtual Interlining is GO7's rules-based engine, which lets airlines hand-pick partner carriers, decide what routes to offer, and set how fares and ancillaries are packaged across the entire journey. A 'SuperPNR' links the underlying passenger name records (PNRs) across participating airlines, allowing them to create bundled offers – rather than requiring customers to buy add-ons separately for each leg.

GO7's Orchestrated VI is the first virtual interlining solution to deliver the capabilities airlines expect from traditional models, including:

- **ThruBag** – GO7's unique, patent-protected solution, which enables automated baggage transfer between carriers using existing airport processes and IATA standards, while passengers stay airside.

- **ConnectProtect** – an optional disruption guarantee that offers protection for missed connections. Passengers choose the coverage level that fits their journey, making it cost-neutral for airlines.

- **Flexible settlement options** – Orchestrated VI supports both settlement via IATA Clearing House and Split Payment, allowing airlines to choose between traditional net settlement and real-time revenue at the time of ticket sale.

Built for flexibility, Orchestrated Virtual Interlining can be configured by market and even switched on or off by airport, giving airlines direct control over where they take on connection risk. GO7 also supports optional GDS access through the broader GO7 ecosystem, making it the only provider to offer a channel-agnostic way to enhance an airline's physical network, both within and beyond the GDS.

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