

CASE STUDY

 **Hitit** | **oxygen**



Moving Towards the Future of Airline Retailing: Pegasus Airlines & Hitit Oxygen

1. Challenge

Overcoming Low Margins and Evolving Passenger Expectations

The airline industry has long operated within extremely narrow profit margins. Diversifying revenue streams has become crucial for airlines. One of the most effective strategies has been to expand ancillary services, moving beyond traditional add-ons to include complementary travel products that enhance the passenger journey, making these available through all channels as opposed to the limitations of today, where they are distributed through the airline's own channels.

Pegasus Airlines, as a leading hybrid carrier, recognized the growing need for a retail-oriented model to both boost revenue and elevate passenger experience. In this context, the industry's shift towards the Modern Airline Retailing model, especially those tailored to specific traveler profiles, has become a key component of long-term profitability. Hitit Oxygen, Hitit's OOMS (Offer and Order Management System), built on IATA NDC and One Order standards, has recently been introduced as a crucial tool to support this transformation.



"Thanks to the OOMS transformation realized with Hitit, we will be among the first airlines to sell non-flight services with a retailing approach through the Oxygen product."

-Burcu ARDALI, Group Head of Sales at Pegasus

2. The Turning Point

From Vision to Life: Personalized, Digital, Rich Content for Everyone

Since its foundation, Pegasus Airlines has aimed to make air travel accessible for all. While flight safety remains paramount, offering passengers the products and services they need at affordable prices has been a core principle.

Personalization is central to Pegasus's vision. To deliver a seamless, user-friendly, and technologically advanced booking experience aligned with its digital transformation goals, the airline sought to integrate customised, personalized offers and fares along with third-party content into its omnichannel distribution ecosystem.

Hitit's development of Oxygen was perfect timing, providing Pegasus with an opportunity to act on this vision using a state-of-the-art, reliable and future-proof platform, that is already being used in production.



3. Solution

Hitit Oxygen: Breathe New Life into Airline Retailing

Hitit Oxygen played a key role in Pegasus's retailing journey, which started with a clear roadmap: to migrate their NDC-based API distribution, currently covering nearly 30% of sales, into Hitit's OOMS structure. This first step ensured consistency and efficiency across all distribution channels. The next phase included launching non-flight ancillaries via flypgs.com through third-party providers, followed by further diversification of these offerings.

Hitit's Oxygen solution stood out by offering full alignment with both Pegasus's distribution roadmap and IATA standards. Its modular architecture enabled the airline to implement features incrementally while preserving the flexibility needed for future growth.

What truly made the difference was Hitit's deep understanding of the airline retailing space. Hitit brought not only a robust solution, but also a comprehensive retailing perspective and an implementation strategy tailored to Pegasus's unique structure. Hitit's position as the global leader in IATA's Airline Retailing Maturity Index further underscores its expertise and pioneering role in shaping the next era of airline retailing. Additionally, Hitit's role as a Strategic Partner in the IATA Airline Retailing Consortium, combined with its agile response to partner feedback, has fostered a collaborative and future-ready approach.

"We are very excited to partner up with Pegasus, one of Europe's leading low cost carriers, to launch the world's largest live implementation of Modern Airline Retailing with Offers and Orders. We will continue to pioneer this industry transition via our Hitit Oxygen platform and bring more value to millions of passengers in the 160 countries we serve around the globe."

-Aras Kubilay, Hitit Business Development Director

4. Outcomes

Laying the Groundwork for Personalized, Seamless Travel Experience

By implementing Hitit Oxygen, Pegasus gains the necessary technical infrastructure to offer its passengers personalized, seamless experiences. Passengers can now purchase the services they truly need, enhancing satisfaction while supporting cost-efficiency. This flexibility, coupled with increased ancillary diversity across all channels, positions Pegasus as a preferred airline in a competitive market.

On an industry level, widespread adoption of OOMS and retailing strategies like this can accelerate digital transformation in aviation. As more airlines follow suit, passengers will benefit from advanced but simplified channel-agnostic journeys, while the industry collectively moves towards a more modern and profitable model.