Prohibiting the undercutting of SAUDIA web fares through travel agency digital sales channels

SAUDIA urges all travel agencies not to issue tickets through their digital sales channels (e.g. online portal, mobile app, etc) with fares lower than the SAUDIA online portal (saudia.com) as this considered as a violation of SAUDIA Policies and Procedures and the contractual agreement between the two parties. Therefore all Travel Agencies are requested to comply with the following:

- Neither Agency nor its sub-agents, marketing partners or third party agents are permitted to display, market or sell any of the lower/discounted/negotiated fares via its online distribution channels or smart devices’ applications
- Neither Agency nor its sub-agents, marketing partners or third party agents are permitted to display or use SAUDIA’s branded keywords and/or logo on to compete on Search Engine Marketing (SEM).
- If the Agency failed to comply with any of the above provisions, SAUDIA, at its sole discretion, will terminate Agency’s incentive program, and/or revoke ticketing authority, and the Agency shall remain liable for all amounts due under its account. SAUDIA shall not be liable to the Agency or any third party.

If you have any questions or comments on this Bulletin, please contact SAUDIA manager in your area

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