

AMERICAN'S NDC AND SPRK

March 2020

What is SPRK?

- SPRK is an out-of-the-box web application that offers American's full range of NDC content and functionality and an easy to use graphical user interface.
- Provides the ability to shop availability, price, create bookings, ticket, shop ancillaries, and manage post-ticketing services.
- Simple to setup and completely free for travel agents to use.
- Bookings made via SPRK are eligible for American's NDC Incentive Program

How do I get started using SPRK?

- Please send us an email at ndc@aa.com and tell us about your interest in SPRK. Once our team reviews your request, you will be asked to provide some basic information about your travel agency needed to generate credentials.
- Next, you will receive an email from DocuSign enabling you to review and digitally sign American's NDA and NDC Connection Agreements.
- Finally, you will receive an email with login credentials and instructions on how to get started using SPRK.

