Etihad Cargo boosts digital booking offer by joining cargo.one platform

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Etihad Cargo, one year after implementing its new iCargo digitalisation platform, has now joined cargo.one's online booking system.

Etihad joins seven other airlines, including Lufthansa Cargo, Nippon Cargo Airlines and Finnair, on the multi-carrier platform.

"Etihad Cargo's ambition to lead the industry into a new digital era has driven significant investment in our digitalisation programme across back-of-house and customer–facing platforms in the last 12 months," said Abdulla Mohamed Shadid, Etihad Aviation Group's managing director of cargo and logistics services.

"This landmark partnership with cargo.one builds on the success we have achieved on our own online platform, etihadcargo.com, which now represents 38% of our bookings.

"Our digital investment enabled us to rapidly build the required API connectivity to seamlessly link to the cargo.one platform.

"Through cargo.one, we will offer global capacity to users on new routings and to new destinations across our extensive worldwide network, and provide our own customers with additional booking choice."

Etihad's iCargo online booking portal saw monthly booking rate growth hit 33.7% in September, with the region with the highest online booking penetration rate being Asia, with India making 96% of its bookings that month through the site and Thailand close to the 90% mark. The Americas represents the second-highest rate, with the US passing the 50% mark for online bookings.

Cargo.one, meanwhile, claims to serve 300 forwarders in Europe.

"cargo.one is the number-one choice for airlines to foster digitalisation and to put their customers first," said Moritz Claussen, managing director. "Our fast-growing user base not only makes it attractive for airlines to join as a means of reaching new customers, but also helps them to serve their customers' needs in the best possible way."

(The LoadStar)