



## **Norse Atlantic Policy for Ancillary Purchase Requests Outside of 30 Days Prior to Travel**

**Effective Date:** Immediately

**Policy Title:** Ancillary Purchase Requests Outside of 30 Days Prior to Travel

**Applies To:** All GDS Trade Bookings (B2B, consolidators, travel agents, and affiliated GDS partners)

**Scope:** This policy applies to all Trade bookings made via GDS for Norse Atlantic Airways ([FlyNorse](#)) where travel is more than 30 days prior to travel.

### **Background:**

To maintain fare integrity and operational efficiency, Norse Atlantic Airways is implementing a policy for ancillary service requests (**e.g., seat selection, baggage, meals, upgrades**) for bookings made via GDS when the request is submitted more than 30 days prior to the scheduled departure date.

### **Policy Statement:**

#### **1. Exceptions for Manual Intervention:**

Manual support from Norse teams will be limited to the following scenarios:

- System errors preventing self-service completion within the 30 days of travel
- Special service requests (SSR) requiring medical or accessibility accommodations at any time
- Group bookings with 10+ passengers, subject to group desk approval

#### **2. Customer Self-Management:**

- Customers must manage their ancillary purchases, including seat selection, directly via the [FlyNorse](#) website once the booking is within 30 days of departure.
- This ensures that the PNR remains balanced and avoids operational complications.

#### **3. Operational Considerations:**

Pre-booking ancillaries outside the 30-day window:

- Increases workload for trade partners
- Leaves PNRs out of balance, potentially causing:
  - Missed balance payments
  - Delays at check-in



- Frustration for both customers and airport staff

**4. Responsibility for PNR Management:**

Any ancillary purchase or changes to PNRs must be managed by:

- The travel agency, or
- The customer, via the [FlyNorse](#) website within 30 days of travel

**Communication to Customers:**

Please ensure the following message is communicated clearly to customers at the time of booking:

“Ancillary services, including seat selection, will be available via the [FlyNorse](#) website starting within 30 days before departure. This ensures your booking remains balanced and avoids any issues at check-in. We appreciate your understanding and cooperation.”