

Driving Innovation to Sustain Your Profitability

Travelport Merchandising Solutions



How do your customers see you?

Are you deploying the most effective marketing tactics that deliver your greatest value to customers – no matter where or how they shop?

Responding to the demand for more informed travel choices, today's car rental companies are working hard to simplify and expand the marketing and sales process. You're constantly seeking new ways to reach travellers and provide the best value, making it faster and easier for them to shop and book your products. Travellers have ever-expanding options for where and what they choose to shop. Your challenge is to ensure they gain access to your complete and most competitive offerings through every channel.

Travelport Merchandising Solutions are designed to keep you competitive

Travelport is delivering a new breed of merchandising opportunities to ensure you achieve broader exposure for your brand – and enable customers to reach deeper into your products, inventory and services. With strategic tools to differentiate and market your offering, you can increase bookings and revenue through our global audience of leisure and corporate travel buyers worldwide.

Travelport Merchandising Solutions bring you the proven distribution strengths of our global distribution system (GDS), combined with new methods of selling travel across the distribution chain. Whether your end customers are large corporations, small businesses or online travel buyers, you can move away from the commoditisation of your products and present your brand, vehicle types, specials, promotions, added services and features – the way you want to, directly at the point of sale.

ATTRACT HIGHER YIELD AND REVENUE – AND ENHANCE YOUR BRAND RECOGNITION

- > Capitalise on the trend of up-selling and cross-selling travel products and services
- > Differentiate your brand and products through new tools and distribution platforms
- > Maximise your distribution value and optimise your revenues through the world's largest integrated, multi-channel distribution source
- > Market your brand and products the way you want to with flexible merchandising tools
- > Enable value-based comparisons amongst travel retailers and end-user travellers
- > Increase your sales and booking levels with new ways to target special offerings
- > Build customer satisfaction and loyalty, and ensure optimal travel experiences by delivering richer, more expansive product choices at the point of sale
- > Benefit from reliable distribution efficiencies and consistency in every booking



Leverage Car UpSell to earn incremental revenue

Travelport Car UpSell is a global offering that integrates the car rental availability and selling pathways, enabling you to easily offer a larger or more prestigious vehicle with a higher margin. At a glance, agents can quote an UpSell rate and the amount required to upgrade a vehicle.

Increase visibility to strengthen your brand

Travelport Merchandising Solutions are a suite of travel-related sales and marketing tools that enable you to reach travel buyers in 160 countries in a totally new way. Designed to increase revenues through your existing distribution partners, our easy-to-book and highly cost-efficient merchandising methods expand your distribution reach and maximise revenue potential.

Market your products the way you want to:

- **UpSell vehicles** through our Worldspan, Galileo and Apollo travel agency desktop systems by displaying higher-class vehicle options to travel agents at just the right moment – during the booking process
- **Target your offerings to specific points of sale or markets**, and monitor booking patterns to continually optimise your sales strategies
- **Promote specific makes, models, vehicle types** and even vehicles with late model accessories through a generous and flexible array of merchandising options and industry standard classification codes
- **Take advantage of targeted advertising** and merchandising opportunities through our global traveller itinerary Web site – Travelport ViewTrip™

What's on your road map for increased profitability?

Travelport is introducing new opportunities through the industry's only completely integrated distribution and merchandising platform. New capabilities are coming your way through our existing and new platforms – through traditional and online solutions, and our GDS host systems, too. From universal booking records and traveller profiles, to solutions that connect to travel agency desktops, and innovative selling and booking platforms, we're implementing a uniquely new concept of distribution for car rental companies worldwide:

- **Travelport Universal Desktop™**, the next evolution in desktop platforms, successfully combines selling and merchandising programmes, and automates more processes to improve the efficiency of selling workflows. In addition, your travel agency partners and customers gain access to increased content from you, including detailed information about your products, promotions and services that are relevant to traveller preferences and policies. These benefits greatly improve your sales potential and your customers' travel experiences.
- **Travelport Journey Manager™** offers travellers a journey-centric means by which to plan and book their travel, creating more customer touch points and brand engagement along the way. Encompassing the Web, mobile and traveller collaboration, Journey Manager provides you with the ability to present your products in the most relevant context for the traveller.



Car

Explore new routes to enhanced profitability

For more information about Travelport Merchandising Solutions for car rental companies, contact your Travelport Account Manager or visit us on the Web at: www.travelport.com