



Retailing and marketing with powerful imagery and compelling messages

Consistent retailing across a multitude of channels

As new ways to retail and sell continue to transform the distribution landscape, there is one constant in the sea of change: You need to present your airline's brand and offerings consistently across a multitude of channels, no matter where your passengers purchase tickets - including through the travel agency channel.

At Travelport, we believe your point of sale should let you show your true colors:

- Convey the true value of your airline's products and services
- Differentiate your brand, fares, attributes and ancillary services from other airlines
- Carry out your own unique commercial strategy
- Easily upsell passengers from one fare offer to another

Redefining travel merchandising

The Travelport Rich Content and Branding solution, a key component of the groundbreaking Travelport Merchandising Suite, is changing the way our air, hotel, rail, car and cruise customers think about distribution. We've created a set of tools and technologies that allow our travel providers to present and market their content any way they want.

By applying rich visual and textual branding to your offerings, your airline looks and performs the same across our points of sale as it does in other channels.

Unbundled, visually-rich and interactive, it is designed to empower selling and build more engaging brand experiences.

Have it your way through Travelport

Your branded fares: You can apply labels to your fare products, such as Economy, Premium Economy, Business and First Class.

Your brand imagery: Rich images and branding will position your products consistently across channels and extend your website investment.

Your sales messaging: Images, product descriptions, branding and sales messages can be used to describe and promote your branded fares.

Your upsell offers: Shopping results can return a price for higher fares in a fare family, with a full comparison of associated features and benefits.

Your tailored content: Customize and segment your offers and products to key agents for even greater return.

You're in full control of the instrument panel

It's simple to apply rich, branded content to your existing processes. Travelport gives you access to our Merchandising Management Portal, where you can easily upload, modify, refresh and update branded content, and map it to your ATPCO fare filings or API content. Rich content is then distributed to travel agents at the point of sale as booking decisions are being made.

- Easily replicate images and information from your website
- Tie images, product descriptions and sales messages to fares and ancillaries that are delivered to Travelport through both ATPCO and an API
- Associate information down to a particular flight, day and aircraft type, and by geography, booking class, fare basis code, fare type, by flight and flight range, cabin and travel dates
- Use simple icons to depict complimentary or chargeable ancillaries, such as dining, WiFi, lounge access, extra legroom, baggage, fast-track security and more

Taking our industry to new places

The Travelport Merchandising Suite supports a sophisticated trio of retail, marketing and sales capabilities across 68,000 points of sale in 180 countries.

In addition to Travelport Rich Content and Branding, the solution provides Aggregated Shopping, which combines availability, fares and ancillaries from many airlines and connectivity types into a single travel agent workflow. Travelport Ancillary Services move airline ancillaries directly into the travel agent's normal booking flow.

This powerful distribution strategy offers a flexible, dynamic way to retail and sell products that is unique to your airline and your connectivity preferences, whether through Industry Standards, API or hybrid connectivity.

Giving new meaning to distribution

The Travelport Rich Content and Branding solution combines modern retailing with novel capabilities unique to Travelport. Your airline gains the ability to:

- Effectively differentiate your products from those of other airlines - early in the travel buying process
- Showcase your bundled, Branded Fare and Fare Family portfolios, as well as ancillary services, using rich imagery and persuasive textual descriptions
- Enhance your sales strategy by presenting content and branding in our systems, just as you do in your direct and online channels
- Appeal to travel agents and travelers in new ways, within the agent's normal booking workflows and within itinerary management, booking directly from availability
- Grow revenue from ancillary services by making them readily available in Travelport
- Generate more revenue by upselling from one fare product to a higher value product in your Branded Fare hierarchy
- Make it easier and more cost effective for your marketing and commercial teams to promote new products and services to the travel agency community

Enhance your selling ability through Travelport

For more information about the Travelport Rich Content and Branding retailing solution, contact your Travelport representative or send an e-mail to: merchandising@travelport.com

