

Aeroflot – Russian Airlines first in Russia to sign up to Travelport Rich Content and Branding

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Langley, UK

Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces that Aeroflot - Russian Airlines has signed up for Travelport's Rich Content and Branding solution.

Aeroflot - Russian Airlines becomes the first airline in Russia and across the CIS (Commonwealth of Independent States) to take advantage of Travelport's innovative new offering, which is a key component of the groundbreaking Travelport Merchandising Platform. Rich Content and Branding gives airlines the ability to present the full value and scope of their products to Travelport connected travel agents. It allows them to manage how their flights, fare families and ancillaries are visually presented and viewed on travel agency screens. It can also help agents satisfy the demands of travellers who expect the most from today's airlines and travel distributors.

The solution has received significant support and interest from airlines since its introduction earlier this year. Over sixty airlines have now signed up to participate including leading carriers such as Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, Iberia, easyJet, SilkAir, Hong Kong Airlines, Hainan Airlines and United Airlines.

Robin Ranken, Travelport's Head of Airline Services Europe added, "Travelport is helping to redefine travel commerce by bringing innovative new products to the market to benefit our customers. Rich Content and Branding is one such product and I'm so pleased Aeroflot has signed up and taken a lead in Russia. We look forward to continuing to build on our already great relationship."

About Travelport Merchandising Platform

The Travelport Merchandising Platform was unveiled in April 2013 and since then has attracted considerable industry interest. Travelport won the Best Travel Technology Innovation award for its Travelport Merchandising Platform at the 2014 AFTA National Travel Industry Awards.

The platform offers three components:

- Travelport Aggregated Shopping, an industry first, consolidates, within the same screen, shopping results from traditional carriers who connect through ATPCO with those from other no-frills carriers who prefer to connect with Travelport via an API connection. The new technology negates the need to shop and compare across several screens and allows travel agents to compare efficiently in the same booking flow.
- Travelport Ancillary Services allows travel agents to sell airline ancillaries such as pre-allocated seating, meals and bags within their existing workflow rather than by booking on an airline website

meals and bags, making their existing workflow faster than by booking on an airline website.

- Travelport Rich Content and Branding enables airlines to market and retail their products more effectively through customization of product display and content. Over sixty airlines have now signed up to participate, including leading carriers such as Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, Iberia, easyJet, SilkAir, Hong Kong Airlines, Hainan Airlines and United Airlines.

For more information on Travelport Merchandising Platform and Rich Content and Branding, visit:
www.travelportmerchandisingplatform.com

About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

Media Contacts

Mark Hamilton

Senior Manager, Corporate Communications

e: mark.hamilton@travelport.com

t: +44 (0)1753 288342

m: +44 (0)7552 212132

Kate Aldridge

VP Corporate Communications

e: kate.aldridge@travelport.com

t: +44 (0)1753 288720

m: +44 (0)7921698757

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