

## Air China signs up for Travelport Rich Content and Branding technology

24 April 2014

Travelport, a leading distribution services and e-commerce provider for the global travel industry, and Air China, the national carrier of the People's Republic of China, have today announced a new merchandising agreement which will see Air China participate in Travelport's Rich Content and Branding program, the newest airline merchandising technology under the Travelport Merchandising Platform umbrella.

On track to be launched globally in the coming months, Rich Content and Branding enables airlines to more effectively control how their flights and ancillaries are visually presented and described on travel agency screens, bringing them more in line with the airline's own website experience. Air China joins 26 other carriers – ranging from full service, hybrid, to low cost airlines – that have already signed up to use this solution when it goes live in Travelport's Smartpoint agency desktops.

Air China's Deputy GM Network & Revenue Management, Ms. Na Na, says, "We are delighted to expand our partnership with Travelport by adopting their new Rich Content and Branding technology. The solution offers the ability to differentiate our products and services against other airlines in the GDS, whilst maintaining brand consistency with Air China's other sales channels, providing a holistic brand experience for both travel agents and travelers."

Damian Hickey, Travelport's Vice President of Global Distribution Sales & Services, Asia-Pacific, says, "We are delighted that Air China has signed up for Rich Content and Branding, and look forward to working closely with them to maximise the full capabilities this breakthrough technology has to offer."

Air China operates more than 280 flight routes, including 197 domestic and 71 international routes covering 30 countries and regions. As a member of the Star Alliance, its service network extends to 181 countries and 1,160 destinations globally.

### 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.

- 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](http://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.

## About Air China ([www.airchina.com](http://www.airchina.com))

Air China is China's exclusive national flag carrier for civil aviation, a member of the Star Alliance, the world's largest airline alliance, and it was the official airline partner of the 2008 Beijing Olympic Games. It ranks first among domestic airline brands (evaluated by the World Brand Laboratory as having a brand value of RMB 47.856 billion in 2011) and it is leading ahead of its domestic competitors in passenger and freight air transport and related services.

It is headquartered in Beijing, and its main subsidiaries are Air China Cargo, Co., Ltd, Air Macau Co., Ltd, Shenzhen Airlines, Dalian Airlines and Beijing Airlines. Its major joint venture is Aircraft Maintenance & Engineering Corporation (Ameco). In addition, it also holds shares of Cathay Pacific Airways Ltd. and Shandong Airlines. It is the largest stockholder of Shandong Aviation Group Co. Ltd. Beijing Air Catering Co., Ltd., once controlled by Air China, now operates as a subsidiary of China National Aviation Co., Ltd., and was established on May 1, 1980 in Beijing as the first joint venture launched after the implementation of The Law of the PRC on Chinese-Foreign Equity Joint Ventures.

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