

## Hainan Airlines and Travelport sign new merchandising agreement

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Travelport, a travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces Hainan Airlines as the latest carrier to sign up for Travelport's Rich Content and Branding merchandising technology – a key component of the Travelport Merchandising Platform.

When launched later in the year, Travelport Rich Content and Branding will enable airlines to have control of how their flights and ancillaries are visually presented and described on travel agency screens, providing Travelport-connected agents an enhanced branding experience more in line with the airline's own website.

Mr. Hu Yi, General Manager, Sales & Marketing, Hainan Airlines, says, "We are impressed with the way Travelport's rich content and branding technology is able to help us differentiate our quality products and offerings as well as streamline the entire brand within the GDS, making it an easy decision for us to sign up."

Damian Hickey, Travelport's Vice President of Global Distribution Sales & Services, Asia-Pacific, says, "Hainan Airlines is well known for its innovation and superior customer service and I am honored that Hainan Airlines has signed up to participate in Rich Content and Branding. This highly progressive solution has gained much interest from the airline community and we look forward to its official launch and implementation in the coming months."

Founded in 1993, Hainan Airlines is one of the leading Chinese carriers offering both domestic and international services to more than 90 cities.

### 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, Air France, Sun Country Airlines, Bonaville Airlines

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 Hainan Airlines ([www.hnair.com](http://www.hnair.com))

Hainan Airlines Co., Ltd. (hereafter referred to as "Hainan Airlines") was founded in January, 1993 in Hainan Province, the largest special economy zone in China. As one of the fastest developing airlines in China, Hainan Airlines is committed to providing passengers with holistic, seamless and high-quality service. With their "Eastern hospitality", Hainan Airlines emphasizes "customer orientated" services, follows "SMILE" service

guideline, delivers brand concept of "Cherished Experience", presents new international brand image of "Eastern Beauty", aspires to be world-class airline companies and make prominent airline brand of China.

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