

Peruvian Airlines Partners with Travelport to Become Among First to Adopt Unique Rich Content and Branding Merchandising Functionality in Latin America

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Travelport, a leading distribution services and e-commerce provider for the global travel industry, and Peruvian Airlines, a fast growing carrier based in Lima, have entered into a new content distribution agreement that will see Peruvian Airlines make its competitive fares and ancillary content available to Travelport-connected travel agents globally. As part of the agreement, Peruvian Airlines will also become one of the first carriers in Latin America to participate in Travelport's industry-leading Travelport Rich Content and Branding program, a key component of the Travelport Merchandising Platform™.

As part of the distribution agreement, Peruvian Airlines will leverage the Rich Content and Branding component of the Travelport Merchandising Platform™ in order to market and retail their products more effectively through customization of product display and content.

Alberto Lopes, general manager, Peruvian Airlines, commented: "As we continue to expand our route network, our partnership with Travelport enables us to distribute with a leading provider, and Travelport's merchandising platform will allow us to customize our product display and content within the Travelport GDS," explained Lopes. "This is another Peruvian Airlines first in the Latin America region and I'm confident that it will be a winning formula for travel agents and travelers alike and will allow us to achieve further growth through an additional sales platform."

"We're delighted that Peruvian Airlines recognizes the leadership we have demonstrated in our merchandising capabilities and has signed up to be one of our first Rich Content and Branding airline participants in the Latin America region," said Christopher Engle, Travelport's vice president of Global Distribution Sales & Service, Americas. "This agreement makes clear Travelport is executing its merchandising strategy: to enable airlines to distribute their fares and ancillary content in a manner they choose; to do so through the travel agency channel and; to do it in a way that protects the integrity and efficiency of the GDS booking and management process for travel agents."

The Travelport Merchandising Platform was unveiled last year and includes 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.

For more information on Travelport Merchandising Platform, visit:

<http://www.travelportmerchandisingolutions.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.

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