

Travelport Merchandising Platform named Best Travel Agent Technology Innovation

22 July 2014

Travelport, a leading travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, has been honoured with the Best Travel Agent Technology Innovation Award for its Travelport Merchandising Platform at the 2014 AFTA (Australian Federation of Travel Agents) National Travel Industry Awards.

The prestigious National Travel Industry Awards is an annual event that recognises companies and individuals who have made significant contributions to the travel industry. The Best Travel Agent Technology Innovation category awards programs and projects that have successfully leveraged technology solutions to create products which improve business processes of Australian retail travel agencies. Travelport Merchandising Platform was the winner of this category out of five finalists.

Launched one year ago, Travelport Merchandising Platform is an industry-leading technology which enables airlines to distribute and differentiate all of their fares and ancillaries via the travel agency channel, connecting to Travelport exactly how they chose to, whilst enabling travel agencies to fully compare the offers from those airlines.

“We are delighted with the worldwide recognition and industry support received for our Travelport Merchandising Platform since its launch last year. Winning the ‘Best Travel Agent Technology Innovation’ award demonstrates the value that the Australian travel industry sees in our efforts to advance how airline fares and ancillaries are booked, searched and sold via the travel agent to the end traveller. We look forward to introducing this solution to more airlines and travel agencies in the region, and thank AFTA again for honouring us with this award,” said Mark Meehan, Managing Director Asia-Pacific, Travelport.

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

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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