

Travelport Signs New Global Distribution Agreement with United Airlines

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Airline will participate in industry-leading technology solutions including Rich Content and Branding

Travelport, a leading travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces a new long-term agreement with United Airlines. This will add to the availability of United's best inventory and prices, and provide access to ancillary products through the state of the art airline merchandising technology offered under the Travelport Merchandising Platform umbrella, including the adoption of Travelport's Rich Content and Branding.

Rich Content and Branding enables airlines to more effectively present the value proposition for their products through detailing their offers, including services and/or ancillary services available for purchase, as well as options to upgrade to alternative products via the Travelport travel commerce platform and travel agencies in a manner more similar to the airline's own consumer-focused website experience. United joins well over 40 other carriers around the globe – ranging from full-service, network carriers, to smaller regional airlines, to low-cost airlines – that have already signed up to use this solution which goes live in the next version of the Travelport Smartpoint agency desktop due this year.

Travelport was the first global distribution system to re-launch the capability for travel agents to sell the additional space and comfort of United's Economy Plus seating. Travelport-connected agents have the ability to access Economy Plus seat availability and prices within the Travelport travel commerce platform with real-time booking and automated integration into the trip built for the travelling leisure or corporate consumer who has elected to use the services of a travel agency. This includes United's complimentary Economy Plus seats for qualified MileagePlus customers and their companions.

"United's array of travel offerings continues to expand and evolve into dynamic products tailored to our customers," said Tom O'Toole, United's senior vice president of marketing and loyalty and president of MileagePlus. "United is pleased this agreement enables us to offer the choices our customers value through additional shopping channels. We look forward to continuing to improve the shopping experience for our customers and their agencies through Travelport's solutions."

"United is one of the world's leading airlines and we are delighted to expand our longstanding partnership with them and see them take advantage of the investments we have made in our pioneering merchandising technology, which has been designed to meet the changing needs of the global travel distribution chain," said Derek Sharp, managing director, Global Distribution Services and Sales, Travelport. "United will be able to leverage Travelport's leading technology to grow their global reach, promote their brand to travelers all over the world and most importantly maximize the revenues they are able to generate per seat sold."

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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