

## Travelport and Alitalia sign full content agreement

11 September 2014

Travelport, a leading travel commerce platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces the renewal of its multi-year full content agreement with Alitalia, Italy's leading carrier.

The renewal of the full content agreement takes immediate effect, and enables the 67,000 Travelport-connected agents worldwide access to all of Alitalia's fares and inventory, including web fares, and ancillary offerings.

The agreement also sees Alitalia signing up for Travelport's Rich Content and Branding technology, which is a key component of the Travelport Merchandising Platform. Rich Content and Branding will equip Alitalia with the ability to manage how its flights, fare families and ancillaries are visually presented and viewed on travel agency screens.

Aldo Ponticelli, Alitalia Vice President Distribution, commented, "We are glad to have extended our ongoing relationship with Travelport. This new long-term agreement, which includes Travelport's innovative Merchandising Platform and in particular, Rich Content and Branding, allows us to promote our content to travel agents and consumers like never before. It means we can stand out from our competitors and we believe it will deliver real value for our business."

Robin Ranken, Travelport's Head of Airline Services Europe added, "We are very proud of our long-standing relationship with Alitalia and pleased to have extended our agreement to include Rich Content and Branding. Travelport recently celebrated the milestone of signing up its fiftieth airline to this exciting new technology and we are pleased that Alitalia has joined an already impressive list of national and low cost carriers. We believe the agreement will be hugely valuable to Alitalia, our travel agents and consumers alike."

### 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

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 Alitalia

Alitalia - Compagnia Aerea Italiana is Italy's leading airline with an operating fleet of 142 aircraft (February 2013) and a network of 79 destinations in Italy and worldwide (winter season 2012-2013). The Alitalia network is based at 7 airports: Rome, Milan Linate, Milan Malpensa, Turin, Venice, Naples and Catania. Alitalia is a member of the SkyTeam alliance and of the airline industry's leading trans-Atlantic Joint Venture with Air France-KLM Group and Delta Air Lines. In 2012 Alitalia received, for the third year in a row, the award for the category 'Best Airline Cuisine' as best airline in the world for the quality of its on board meals. The prize has been awarded by the American magazine Global Traveler. More information on [www.alitalia.com](http://www.alitalia.com).

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