

## Travelport reaches another significant milestone for its merchandising capability

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### Fifty airlines now signed up to participate in Travelport's Rich Content and Branding technology

Travelport, a leading travel commerce platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces another significant merchandising milestone as Air India has become the 50th airline to sign up for Travelport Rich Content and Branding – the third component of Travelport's industry-leading Merchandising Platform.

Travelport Rich Content and Branding is a highly progressive technology which enables airlines to more effectively control how their fares and ancillaries are visually presented and described on travel agency screens, bringing them more in line with the airline's own website experience. The solution has received significant support and interest from airlines since its introduction earlier this year. Fifty 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.

When launched on Travelport Smartpoint agency desktops later this year, Rich Content and Branding will allow travel agents to access rich content and extended descriptions aggregated into their usual booking flow to better inform and encourage customers' purchasing decisions around fares and ancillaries.

Speaking at the Global Business Travel Association in Los Angeles this week, Kurt Ekert, Chief Commercial Officer, Travelport, commented on this significant achievement, "We are extremely pleased with the industry recognition and support we have received on our Merchandising Platform. The signing of fifty airlines for our Rich Content and Branding technology is a testament that our airline partners fully support and share our views on the way forward in how fares and ancillaries are presented to travel agents. Being able to leverage graphical content and providing a holistic brand experience will be a key factor for airlines to successfully differentiate themselves. At the same time, access to rich content allows travel agents to be more informative about product features and benefits, enabling them to influence customers' purchasing decisions and increasing up-sell and cross sell opportunities."

### 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](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.

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