

AirAsia signs up for Travelport's Rich Content and Branding

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry, today announces a new agreement signed with AirAsia, Asia's largest low cost carrier, for its Rich Content and Branding solution.

This supplements the distribution agreements that Travelport already has with seven carriers within the AirAsia group.

Through the agreement, AirAsia becomes the first Low Cost Carrier (LCC) in Asia to sign up for this innovative feature that allows airlines to market and retail their products more effectively by controlling how their products are visually presented and described to travel agents. It is designed to enable partner airlines to use more sophisticated retailing techniques in order to drive sales of core fares as well as ancillaries and "optional extras" such as selected seating and lounge passes.

The popular merchandising technology has seen more than 100 airlines signing up including leading carriers such as China Eastern Airlines, Delta Air Lines, British Airways, Singapore Airlines, easyJet, Ryanair and many more.

Spencer Lee, Head of Commercial, AirAsia Berhad, commented: "On AirAsia.com, we are very proud of the wide variety of options and add-ons we offer to our customers, clearly presented with detailed descriptions and highly illustrative visuals. We are glad we are now able to present our products in the same manner to Travelport's global network using its Rich Content and Branding solution."

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "We are delighted to join hands with AirAsia to present the Airline's complete and unique brand experience to our network of 259,000 travel agency terminals worldwide. This is indeed a first in Asia."

About AirAsia

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 89 destinations. Within 12 years of operations, AirAsia has carried over 230 million guests and grown its fleet from just two aircraft to over 160. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, the Philippines and India, servicing a network stretching across all Asean countries as well as China, India and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for six consecutive years from 2009 – 2014.

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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