

Canton Fair targets travellers to Hong Kong via Travelport digital media solutions

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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 marketing partnership with the China Import and Export Fair, popularly known as Canton Fair. The agreement involves the targeting of travellers flying to Hong Kong during the tradeshow seasons of Mar/Apr and Sep/Nov who will receive promotional messages for Canton Fair via agents on Travelport's Travel Commerce Platform.

Canton Fair, the oldest and largest tradeshow in China, is held twice a year in the southern city of Guangzhou since 1957 and is the go-to event for anyone looking to import all manner of products from China.

In 2014, Hong Kong welcomed more than 900,000 MICE[1] visitors from around the world. Traditionally, business travellers attending tradeshow in Hong Kong, are likely to attend tradeshow in Guangzhou as well.

The new marketing partnership utilises a number of Travelport's digital media solutions which will enable Canton Fair to effectively promote the biannual event to Travelport's 67,000 travel agencies globally, specifically targeting business travellers to Hong Kong during the tradeshow seasons.

Mr. Liu Quandong, General Manager of the International Communication Department, China Foreign Trade Centre (Group), says, "Our objective is very specific and our target audience very defined. Travelport's digital media solutions give us a very targeted reach to achieve our goals. We know that every single web banner and marketing message we have invested in is reaching the right travel agent advising the right traveller at the right time."

Anna Au-Yeung, Travelport's Head of Destination Marketing, Asia-Pacific, says, "Travelport's advertising solutions are proven to deliver high-impact marketing campaigns via our Travel Commerce Platform. We are delighted that Canton Fair recognizes the unique targeting capability of our solutions and we look forward to a long and fruitful partnership."

Travelport's digital media solutions are one of the core elements of Travelport's Beyond Air initiatives, consisting of payments, hospitality and advertising. High-impact marketing tools – including Travelport Headlines, Sign-On Messages, and Electronic Direct Mail – help travel providers and organisations increase revenue by maximising communications across Travelport's global distribution network, and delivering targeted sales and promotional messages that influence purchase decisions, before, during and after the point of sale.

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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