

Etihad Airways Boosts Travel Agents' & Travellers' Understanding of New Fare Structure with Innovative Technology Roll Out

16 December 2015

Airline drives innovation and growth internationally through Travelport's innovative 'Rich Content and Branding' product which equips Travel Agents with the greatest functionality, clarity and differentiation in tailoring travellers' journeys.



Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the US\$8 trillion global travel and tourism industry, today announced that Etihad Airways, the national airline of the United Arab Emirates, has gone live on its Rich Content and Branding product, with Etihad Airways' Fare Choices structure fully enabled to search, sell and book through Travelport's Smartpoint platform.

Product innovation is at the foundation of Etihad Airways' recent move to allow customers to further tailor and customise their travel experience through their Fare Choices offering. This is where Travelport's Rich Content & Branding initiative is leading the industry by allowing airlines to effectively display their full range of services and provide accurate comparisons to travel agents and their customers, whether for airport or on-board services through the use of clear imagery and descriptions.

As airlines like Abu Dhabi-based Etihad Airways increasingly compete to effectively drive revenue through differentiation and initiatives such as Fare Choices, they face the challenge when selling their products indirectly of ensuring the travel agent and traveller community have clarity and transparency on their increasingly differentiated offering.

Travelport's revolutionary Rich Content & Branding product now enables Etihad Airways to seamlessly integrate Fare Choices into travel agency screens with the ability for Etihad Airways to vary descriptions and imagery. This is done, for example, by aircraft type, and controls how each individual fare is described and presented with clear information on the services included, versus those that are excluded or chargeable along with a simple to read matrix display to summarise that information across all fare brands.

Peter Baumgartner, Etihad Airways' Chief Commercial Officer, said: "We are fully committed to supporting travel agents in promoting and tailoring our products to meet the needs of our guests. In collaboration with our partner Travelport, we are delighted to provide travel agents and our guests with a greater understanding and transparency of our products in line with the values we stand for. At Etihad Airways, it's all about providing guests and trade partners with the greatest levels of choice and innovative products that differentiate ourselves from our competitors."

Will Owen Hughes, Senior Director Air Commerce, Middle East & North Africa, Travelport commented: "We are thrilled about the role of our technology in supporting Etihad's business objectives to the travel agent and traveller community. Rich Content and Branding is meeting the needs of stakeholders across the travel industry; the airlines' need for differentiation and agents' and consumers' need for comparison and transparency."

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 Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 116 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 120 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and five Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com

Media Contacts

Siobhan McCarthy

Senior Manager, Corporate Communications, Europe, Middle East, Africa & South Asia

e: siobhan.mccarthy@travelport.com

t: +971 (0) 43614800

m: +971 (0) 501070018

m: +971 (0) 5010 70010

Kate Aldridge
VP Corporate Communications

e: kate.aldridge@travelport.com

t: +44 (0)1753 288720

m: +44 (0)7921698757

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