

Hainan Airlines sign up to Travelport's digital media solutions to promote new routes and grow bookings

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel industry and Hainan Airlines, one of the largest carriers in China, have today announced a digital media solutions agreement. Travelport's digital media solutions provides a portfolio of advertising opportunities to airlines, including Travelport Sponsored Flights which enables carriers to gain optimal visibility of their flights when agents perform searches on specific routes.

This media agreement extends Travelport and Hainan Airlines' existing partnership which saw the carrier sign up for Travelport's Rich Content and Branding merchandising technology at the beginning of 2014. Hainan Airlines specifically wanted to deploy Travelport's digital media solutions, which enable it to put promotional messages on the screens of 68,000 travel agencies worldwide, to enhance visibility of its new direct routes following its recent expansion into North America.

Specifically, the new agreement will promote Hainan Airlines' new direct routes between San Jose-Beijing, Seattle-Shanghai and Boston-Shanghai serviced exclusively by the Boeing 787 Dreamliner. This will enable Travelport-connected travel agencies worldwide to search and book the best available options offered by Hainan Airlines, and increase bookings on a global scale through Travelport digital media solutions, including Sponsored Flights, Sign-On Messages and Headlines.

Niklas Andreen, SVP of Hospitality and digital media at Travelport, commented: “We are extremely pleased to have signed this new agreement with Hainan Airlines, who are recognized for their five star service and innovation. Our digital media solutions play an integral part in our strategy to help travel providers maximize revenues, and communicate specific messages to the global travel trade through highly targeted campaigns.”

Mr. Li Xiang, Director of International Business at Hainan Airlines, added: “Having already signed up to Travelport Rich Content and Branding, it was a great opportunity to leverage this technology and continue working closely with Travelport on a customized digital media and content program to deliver our goals. We are confident that through Travelport’s digital media solutions and our world-class service, we can reach a wider global audience and increase revenues.”

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 Hainan Airlines

Hainan Airlines, founded in 1993, is one of China’s fastest growing airlines and has been awarded the global SKYTRAX 5-star Airline Company award for 5th consecutive year. Hainan Airlines’ extensive network routes cover China, Asia, Europe and North America including San Jose, Boston, Chicago, Seattle and Toronto with over 600 domestic and international routes flying to almost 90 cities worldwide.

Media Contacts

Travelport:
Kelly Carpenter
Marketing and Communications Executive
Tel: +44 (0)1753 288 805
Kelly.carpenter@travelport.com

Hainan Airlines:
Brand Management Center
Tel:86 898 6673 9689

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