

Helloworld Limited welcomes partnership with Travelport

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helloworld agents to benefit from new 5 year Partnership

Helloworld Limited (ASX: HLO) today announced the appointment of Travelport (NYSE:TVPT) as its 'premium preferred GDS service partner' for helloworld Branded, Associate and Affiliate agents in Australia and New Zealand as well as for the Concorde Agency Network and helloworld.com.au.

Helloworld CEO Elizabeth Gaines said the agreement enables efficiencies across the online and retail networks while delivering enhanced benefits to agents.

“After an extensive review process, we are delighted to announce Travelport as Helloworld’s premium preferred GDS services partner. Whilst we continue to have commercial arrangements across the GDS providers throughout the various channels of our business, Travelport is our premium preferred partner for the retail networks.” Ms Gaines said.

“Travelport’s commitment to and investment in technology innovation, breadth of global travel content and service support delivers an important advantage to our agents and our business. Extending our relationship across the retail networks in Australia and New Zealand, as well as helloworld.com.au, will drive additional improvements,” Ms Gaines said.

“A key driver in our decision was the additional benefits for our agents that flow from choosing Travelport as their GDS technology provider including financial returns, minimum benchmarks, competitive product pricing, greater transparency and market-leading technology and support.”

helloworld Agents will benefit from Travelport’s innovative Travel Commerce Platform, as well as Travelport Smartpoint, a leading desktop point-of-sale solution that redefines the selling experience for travel agencies. The latest version of Smartpoint enhances upselling and cross-selling opportunities through the integration of Travelport’s Rich Content and Branding solution for airlines. More than 100 airlines have now signed up, enabling travel agents to better understand and compare airlines’ offering through rich visual graphics and detailed descriptions.

Kaylene Shuttlewood, General Manager Pacific, Travelport said, “Travelport has been a Helloworld preferred partner for nearly 30 years, working closely to build innovative, customer-driven solutions to drive productivity through Travelport technology. This renewal demonstrates Helloworld’s recognition of Travelport’s continued investments and expertise in terms of the content and technology we bring to the agency desktop. We look forward to continuing our long-term partnership and supporting Helloworld’s growth strategy across the region.”

helloworld is a nationwide network of independently owned and operated stores, offering Australian travellers unparalleled convenience, industry-leading service and the best value, tailor-made holidays.

helloworld has been creating lasting travel memories for more than 40 years through the Harvey World Travel, Jetset Travel, Travelworld and Travelscene American Express brands.

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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