

Jet Asia Airways signs up for Travelport's Rich Content and Branding solution to reposition itself as a full service airline

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces a new agreement signed with Bangkok-based Jet Asia Airways for global distribution, utilizing its Rich Content and Branding solution.

Jet Asia becomes the latest airline to commit to Travelport Rich Content and Branding, a key component of the Travelport Travel Commerce Platform, which allows airlines to market and retail their products more effectively by controlling how their product is visually presented and described to travel agents. It is designed to enable partner airlines and other travel content providers to use more sophisticated retailing techniques in order to drive sales of both core fares as well as ancillaries and “optional extras” such as bags and lounge passes.

Rich Content and Branding has received significant support and interest from airlines since its introduction in 2014. Over 90 airlines have now signed up to deploy the innovative and industry-leading solution including leading carriers such as Delta, Avianca, Ryanair, British Airways, Iberia, SilkAir, Hong Kong Airlines, Hainan Airlines, WestJet and United Airlines.

John Chapman, Chief Commercial Officer, Jet Asia Airways, commented: “We recently evolved from being a solely charter airline to offering a Full Service airline network connecting South East Asia, North Asia and the Middle East. Hence we now require global distribution and access to the travel community worldwide. Through Travelport’s worldwide coverage, this new agreement offers Jet Asia true global presence and is a fast and comprehensive new travel industry distribution channel.”

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: “Travelport Rich Content and Branding was created to give airlines the flexibility to market their products to the global travel trade in exactly the same way they do on their own websites. We are delighted that Jet Asia has signed up and recognizes that our Travel Commerce Platform is uniquely capable of enabling them to achieve their goals and reposition themselves as a full service carrier.”

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 Jet Asia Airways

Jet Asia Airways commenced operations in 2010 from Bangkok-Suvarnabhumi Airport Thailand, offering air charter services for Africa, China, Japan, Korea, and the Middle East. In October 2014 Jet Asia Airways inaugurated its Full Service scheduled airline flights from Bangkok-Suvarnabhumi to Tokyo-Narita, and in December 2014 commenced scheduled services from Bangkok to Jakarta & Jeddah. Additional scheduled charter services are planned in the first half of 2015 from Chitose, Seoul, Shenyang, Tianjin, to Thailand. The airline also operates charter services from North Asia to major tourist destinations in Thailand. In addition Jet Asia Airways offers Aircraft, Crew, Maintenance, & Insurance (ACMI) operations, as well as Ad-Hoc charter services.

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