

## Lufthansa signs up to Travelport Rich Content and Branding Solution

28 July 2015

Travelport (NYSE:TVPT), a leading Travel Commerce Platform has today announced that Lufthansa is the latest participant in its Rich Content and Branding solution, the industry-leading merchandising technology for airlines.

Travelport Rich Content and Branding enables airlines to market and retail their products more effectively, fully displaying all of their fares, ancillaries and brand proposition to travel agencies. It includes rich product descriptions and graphics, optional or ancillary products for sale, including fares families, as well as "*the next product/price point up*" offers to encourage more upselling.

The industry-leading technology continues to attract the world's leading airlines, both national and low cost carriers, from all major geographies. Over 110 airlines have now signed up with over 70 airlines already live.

The Lufthansa Group is an aviation group with global operations and a total of almost 500 subsidiaries and associated companies.

Jörg Hennemann, Senior Vice President Automated Sales, Pricing & Distribution at Lufthansa, said: "Travelport's Rich Content and Branding solution will allow us to deliver additional customized content to the screens of travel agents around the world. In collaboration with Travelport, we can now provide travel agents and travelers with a more detailed understanding of Lufthansa's services, fares and ancillaries. With regards to the implementation of our European Fare structure, passengers can now always choose the exact fare that best meets their needs and only pay for the services they actually want to use."

Derek Sharp, Travelport's Senior Vice President and Managing Director, Air Commerce, added: "It's fantastic news that Lufthansa shares our vision to offer travel agents visually-rich and interactive content so they can sell even more effectively to travellers. With our unique merchandising solutions airlines can market themselves in an individual way which sets Travelport apart from our competitors."

### 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

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headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

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