

Middle East Airlines upgrades to Travelport Rich Content and Branding

23 August 2015

As Travelport's Rich Content and Branding merchandising solution continues to make waves across the Middle East's aviation sector, major middle east carrier becomes latest airline to sign up



Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has announced that Middle East Airlines (MEA) is the latest carrier to sign up to its innovative airline merchandising technology, Travelport Rich Content and Branding and its fares are now ready to be searched and sold through Travelport Smartpoint 6.0.

Following this new agreement, Middle East Airlines will utilise Travelport's Rich Content and Branding, which enables airlines to market and retail their offering more effectively by controlling how their products are visually presented and described on travel agent screens, and is available through the latest version of the Travelport Smartpoint agency desktop, 6.0. The solution has received widespread support and interest from airlines since launch, with well over a hundred airlines signed up to participate in Rich Content and Branding, including South African Airways, Comair, Kulula, Etihad, Gulf Air, and Kenya Airways.

Middle East Airlines is the national flag-carrier airline of Lebanon. With one of the most modern fleets in the world, it operates scheduled international flights to Asia, Europe, the Middle East and Africa from its base at Rafic Hariri International Airport. Celebrating its 70th anniversary in May of this year, MEA has been SkyTeam member since 2012.

Mr. Nizar Khory, Head of Commercial at MEA, commented: "Middle East Airlines prides itself on offering the latest technology and solutions to our travel agent partners and travelers alike

and through our partnership with Travelport, we can now more efficiently present our products to our customers. We are happy with our decision to sign up to RC&B, as we understand that the branded images and descriptions presented on agents' screens through RC&B and Travelport Smartpoint 6.0 will help travel agents promote and tailor our unique offering to meet the needs of travelers.”

Rabih Saab, President and Managing Director, Africa Middle East and South Asia, Travelport, added: “We are delighted that Middle East Airlines has recognised Travelport’s technologies as a key driver of growth for their business. Travelport is redefining travel commerce by introducing innovative new products and we will continue to partner with Middle East Airlines in the effective delivery of their content to Travelport’s global network of over 67,000 travel agencies worldwide.”

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.

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

Kate Aldridge

VP Corporate Communications

e: kate.aldridge@travelport.com

t: +44 (0)1753 288720

m: +44 (0)7921698757

© 2019 Travelport

[Events](#) | [Investor Center - Archive](#)

[Privacy policy](#) | [Terms and conditions](#) | [Code of conduct](#) | [Business partner](#) | [Cookies](#) | [Modern slavery act](#)