

## Saudi Arabia's Leading Travel Agents Convene at Travel Commerce Giant's Technology Roadshow

2 September 2015

With Saudi Arabia boasting the largest travelling population of the Middle East\* and online bookings forecast to grow in 2015 & 2016\*, world leading travel commerce platform, Travelport, rolls out successful technology roadshow across the Kingdom



Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry has concluded a successful technology roadshow tour across the Kingdom of Saudi Arabia in the cities of Jeddah, Riyadh and Damman. Comprised of a series of interactive workshops, which showcased how technology is redefining travel commerce, the roadshow events welcomed over 100 travel agents from across the Kingdom from August 18th to August 26th.

The roadshow comes at an opportune time for the Saudi travel agent community as recent research- released by Travelport as part of a co-sponsored study with Phocuswright<sup>1</sup>- revealed that Saudi Arabia has the largest travelling population in the Middle East, with the young, middle class and affluent population making 4-5 trips a year, mostly within the Gulf. Online travel bookings, which represent 25% of all bookings in the Middle East, are forecast to grow in 2015 and 2016 to reach 36% by the end of 2017 when online revenue is expected to reach \$35 billion. Offline sales are forecast to continue to grow from \$54 billion in 2014 to \$63 billion in 2017. The roadshow was designed to familiarise existing and potential customers with the latest Travelport products that are redefining travel commerce in Saudi Arabia, helping to streamline their businesses, grow their revenues and reach their business goals.

Delegates spent time exploring Travelport's industry leading and award winning point of sale solution Travelport Smartpoint, discovering how it can save travel agents time and money and how Travelport's unrivalled content can be searched, sold and booked efficiently, in the same workflow, whilst providing increased opportunities for upselling.

Rabih Saab, President and Managing Director for Africa, Middle East and South Asia at Travelport commented: "We are delighted to have hosted this successful technology roadshow, showcasing how our travel commerce platform is redefining travel commerce in the Kingdom of Saudi Arabia and the potential for things to come. We've seen exceptional attendance and have received extremely positive feedback on the events and in particular, on the innovation of our products. Our platform is embracing and leading the way in travel solutions through empowered selling and pushing new business frontiers such as halal tourism. We are committed to adding real value to our customers in Saudi Arabia."

*\*Phocuswright's Middle East Online Travel Overview, Second Edition*

## 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](mailto:siobhan.mccarthy@travelport.com)

t: +971 (0) 43614800

m: +971 (0) 501070018

Kate Aldridge

VP Corporate Communications

e: [kate.aldridge@travelport.com](mailto:kate.aldridge@travelport.com)

t: +44 (0)1753 288720

m: +44 (0)7921698757

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