

## Sun Country Airlines® Signs Up for Rich Content and Branding Merchandising Functionality of Travelport Merchandising Platform

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Travelport, a travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, and Sun Country Airlines® (MN Airlines, LLC, d.b.a. Sun Country Airlines®), a Minnesota-based airline that serves domestic hubs and international destinations in Mexico and the Caribbean, have entered into a new agreement that will see Sun Country Airlines® utilize Travelport’s industry-leading Rich Content and Branding when it goes live in Travelport’s Smartpoint agency desktops in the coming months.

Sun Country Airlines® joins over 35 full-service, hybrid and low-cost airlines around the globe that have already signed up for this new airline merchandising technology. Rich Content and Branding, which falls under the Travelport Merchandising Platform, allows airlines to customize how their flights and ancillaries are visually presented and described on travel agency screens, bringing them more in line with the airline’s own website experience.

“The Rich Content and Branding program is an exciting added feature of Travelport’s merchandising platform,” said Eric Curry, vice president, Sales and Customer Experience, Sun Country Airlines®. “By enabling Sun Country to create a more personalized presence on travel agency screens, this solution will allow us to seamlessly incorporate product descriptions, images, and branding information into the standard agency work flow of Travelport’s point-of-sale, Smartpoint. We plan to take full advantage of this new solution by providing detailed information about our First Class versus Economy experience, and the offerings in each service class such as free baggage allowance, free meals and beverages, and free entertainment, directly into the travel agency shopping process.”

Since launching in 2011, Travelport Smartpoint has been adopted by more than 110,000 travel agents worldwide. The success of the application is its ability to offer users a blend of graphical and cryptic user interaction alongside a range of time-saving features: improving the agent user experience, reducing training costs, and speeding up the reservation process.

“We’re delighted Sun Country Airlines® has decided to expand our partnership by participating in our industry-leading Rich Content and Branding program,” said Christopher Engle, Travelport’s vice president of Global Distribution Sales & Service, Americas. “In doing so, Sun Country Airlines joins numerous other carriers that have recognized the considerable benefits that the enhanced functionality of the Travelport Merchandising Platform offers. From personalized displays of fares and ancillary content to greater control of how brand and product information is integrated, Rich Content and Branding is a tool that effectively puts our airline customers in the driver’s seat, while still maintaining the integrity and efficiency of the GDS booking and management process for travel agents.”

## About Travelport Merchandising Platform

The Travelport Merchandising Platform was unveiled in April 2013 and since then has attracted considerable industry interest. Travelport won the Best Travel Technology Innovation award for its Travelport Merchandising Platform at the 2014 AFTA National Travel Industry Awards.

The platform offers three components:

- Travelport Aggregated Shopping, an industry first, consolidates, within the same screen, shopping results from traditional carriers who connect through ATPCO with those from other no-frills carriers who prefer to connect with Travelport via an API connection. The new technology negates the need to shop and compare across several screens and allows travel agents to compare efficiently in the same booking flow.
- Travelport Ancillary Services allows travel agents to sell airline ancillaries such as pre-allocated seating, meals and bags, within their existing workflow rather than by booking on an airline website.
- Travelport Rich Content and Branding enables airlines to market and retail their products more effectively through customization of product display and content. Over sixty airlines have now signed up to participate, including leading carriers such as Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, Iberia, easyJet, SilkAir, Hong Kong Airlines, Hainan Airlines and United Airlines.

For more information on Travelport Merchandising Platform and Rich Content and Branding, visit: [www.travelportmerchandisingplatform.com](http://www.travelportmerchandisingplatform.com)

## 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 Sun Country Airlines® ([www.suncountry.com](http://www.suncountry.com))

Sun Country Airlines® (MN Airlines, LLC, d.b.a. Sun Country Airlines®) is based in Minneapolis/St. Paul, Minnesota. The award-winning airline, which flies to popular destinations in the U.S., Latin America, Mexico and the Caribbean, has earned a reputation for offering world-class service at an affordable price. Sun Country Airlines® has been named a "Top Ten Domestic Airline" by Travel+Leisure for the sixth year in a row. The airline offers vacation packages through Sun Country Vacations®, a program that allows travelers to book airfare, hotel, rental cars, tour attractions and more in a single, convenient transaction. The Hometown Airline also offers Sun Country Charters®—taking your group flight, private charter or leased aircraft virtually anywhere with a commitment to service, consistent on-time performance, dependable maintenance and a customized and reliable charter experience. For more information, including a complete list of destinations and details on Sun Country Vacations®, Sun Country Charters® and Sun Country Groups®, visit [www.suncountry.com/](http://www.suncountry.com/).

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