

TAP Portugal commits to industry-leading Travelport Rich Content and Branding

25 February 2015

Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, announces that TAP Portugal has committed to the industry-leading airline merchandising solution, Travelport Rich Content and Branding.

This latest agreement with TAP means that a total of 91 airlines have now signed up, including some of the world's most prominent carriers such as British Airways, Delta, Ryanair, Iberia, easyJet, WestJet and United Airlines. By utilizing Travelport Rich Content and Branding, airlines are able to more easily manage how their products are visually presented and described to travel agencies. Agents using the award-winning Travelport Smartpoint point of sale solution can access unrivalled airline content as well as comprehensive descriptions within their existing workflow, enabling them to speed up the booking process and increase revenue.

Carlos Paneiro, VP Commercial, at TAP Portugal, said: "This announcement is really positive news for TAP. By utilizing this innovative merchandising solution, we can present our products in a more visual way and deliver additional customized content to travel agencies globally. Travelport has developed a product that can add real value to our business."

Robin Ranken, Travelport's Head of Airline Services Europe, added: "We are pleased that TAP Portugal has signed up to Travelport Rich Content and Branding. This industry-leading merchandising tool gives travel agents richer information at their fingertips, improving efficiencies and customer service and providing them with the opportunity to increase sales conversion rates."

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

Mark Hamilton

Senior Manager, Corporate Communications

e: mark.hamilton@travelport.com

t: +44 (0)1753 288342

m: +44 (0)7552 212132

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](#)