



[Media Center](#) | [Press releases](#) | [Image library](#) | [Contact our press office](#) | [RSS feed](#)

Travelport and Etihad Airways renew full content agreement and include Rich Content and Branding

12 May 2015

Etihad Airways to become the 103rd airline to sign up for Travelport's Rich Content and Branding merchandising solution

Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry, and Etihad Airways, the national airline of the United Arab Emirates, today jointly announce the extension of their multi-year, full content agreement.

The agreement means that Travelport-connected agents worldwide will have continued access to effectively search, compare and book Etihad Airways fares and offering via Travelport's industry-leading Travel Commerce Platform.

As part of the agreement, Etihad Airways has also signed up to participate in Travelport Rich Content and Branding – one of the key components of Travelport's suite of innovative merchandising solutions for airlines. Rich Content and Branding 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 now available through the latest version of the Travelport Smartpoint agency desktop. One hundred and three airlines have already signed up to participate in Rich Content and Branding since its launch in 2014, including Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, EasyJet, Hong Kong Airlines, WestJet, and United Airlines.

James Muller Senior Vice President, Global Sales, Etihad Airways, commented: "As we continue to expand the Etihad Airways network globally, we are happy to work with Travelport to expand our distribution reach and showcase our world-class product and services."

Derek Sharp, Senior Vice President and Managing Director, Air Commerce, Travelport, added: "I am pleased to have extended our partnership with Etihad Airways, and that they recognise Travelport as a valued technology partner within their growth strategy. We will continue to work closely with Etihad Airways 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.aldrige@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](#)