

## Travelport and Vistara announce long term distribution and merchandising agreement

13 January 2015

Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, and Vistara, India's newest full service carrier and a joint venture between Singapore Airlines and Tata Sons Limited, today jointly announce a new distribution and merchandising agreement which will see Vistara distribute all of its fares and offering through Travelport's Travel Commerce Platform.

This means that Travelport-connected agents worldwide will have seamless access to search, compare, and book Vistara fares and ancillary services through their existing desktop workflow, offering their customers more options for air travel within India.

As part of this new agreement, Vistara has also signed up to participate in Travelport's suite of airline merchandising solutions via its industry-leading Travelport Merchandising Platform, and will become the 85th carrier to leverage Travelport's Rich Content and Branding technology to establish and increase its brand presence across the globe.

Commenting on this agreement, Giam Ming Toh, Chief Commercial Officer, Vistara, says: "We are very excited to partner with Travelport for distribution and merchandising solutions. Their flexible approach to distributing content means that we will be able to customise the way we communicate our unique offering to travel agents worldwide, enabling the seamless servicing of Vistara customers."

Damian Hickey, Vice President, Global Distribution Sales & Services, APAC, Travelport, says, "We are very pleased to have Vistara on board as they will undoubtedly become one of the key carriers in the India region, and look forward to assisting them showcase their brand and products to our 67,000 travel agency subscribers worldwide, growing their bookings on a global scale."

### About TATA SIA Airlines Limited

TATA SIA Airlines Limited, known by the brand name *Vistara*, is a joint venture between Tata Sons Limited and Singapore Airlines Limited (SIA) with Tata Sons holding the majority stake of 51% in the company and SIA holding the remaining 49%. *Vistara* brings together Tata's and SIA's legendary hospitality and renowned service excellence to launch the finest full service carrier in India aimed at creating memorable and personalized flying experiences for its customers. Obsessed with quality, the company aims to set new standards in the aviation industry in India, with international best practices and state-of-the-art technology in the Indian air transport sector.

More information on Vistara can be found at [www.airvistara.com](http://www.airvistara.com)

### 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.

## Media Contacts

Rashmi Soni  
Head - Corporate Communications  
TATA SIA Airlines Limited  
Email: [rashmi.soni@airvistara.com](mailto:rashmi.soni@airvistara.com)  
M: +91 9818083133

Gunjan Batra  
IPAN Hill+Knowlton  
Email: [gunjan.batra@hkstrategies.com](mailto:gunjan.batra@hkstrategies.com)  
M: +91 9871285557

Susan Lin  
Corporate Communications Manager, Asia-Pacific  
[Susan.lin@travelport.com](mailto:Susan.lin@travelport.com)  
tel: +61 451 836 504

Kate Aldridge  
VP Corporate Communications  
e: [kate.aldridge@travelport.com](mailto: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](#)