



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

Virgin America Signs for Travelport Rich Content and Branding

10 February 2015

Travelport solution designed to empower selling, build engaging brand experience for airlines

Travelport (NYSE: TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announced Virgin America has signed up for the Travelport Rich Content and Branding solution.

Virgin America becomes the latest airline to commit to Travelport Rich Content and Branding, a key component of the Travelport Travel Commerce Platform, which allows airlines to market and retail their products more effectively by controlling how their product is visually presented and described to travel agents. It is designed to enable partner airlines and other travel content suppliers to use more sophisticated retailing techniques in order to drive sales of core products as well as ancillaries.

Rich Content and Branding has received significant support and interest from airlines since its introduction in 2014. Currently 89 airlines have 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, WestJet and United Airlines.

“The Travelport Rich Content and Branding solution allows us to deliver more customized content to the screens of travel agents across the globe,” said Amy Burr, Director Distribution Channels and Sales Support at Virgin America. “Thanks to Travelport, we can now provide travel agents and travelers with a richer understanding of Virgin America’s competitive fares, unique classes of service and industry-leading in-flight amenities like fleet-wide WiFi, power outlets near every seat and our touch-screen personal entertainment platform. As we continue to expand our corporate travel and managed travel business, this option allows us to further broaden awareness about our business-friendly product.”

“We’re pleased Virgin America, an airline industry innovator, is partnering with Travelport to use our innovative Rich Content and Branding merchandising solution,” said Chris Engle, Travelport’s Vice President, Air Commerce Americas. “Travelport Rich Content and Branding gives Virgin America a flexible marketing tool that showcases their products and services the way Virgin America intends them to be seen, providing a consistent brand experience with the airline’s own website channel.”

About Travelport Merchandising Platform

The Travelport Merchandising Platform was unveiled in Ap

