

British Airways and Iberia select Travelport's industry leading airline merchandising technology

18 February 2016



Travelport (NYSE:TVPT), a leading Travel Commerce Platform has today announced new agreements with British Airways and Iberia that sees both airlines sign up for Travelport's industry leading airline merchandising solution, Travelport Rich Content and Branding. The agreement continues Travelport's long standing relationship with both British Airways and Iberia and demonstrates the value the airlines see in Travelport's innovative merchandising and retailing technology.

The solution takes branded fares, product attribute selling, comparison shopping and ancillary service attachments to a unique and innovative level in the travel industry by enabling airlines to fully display their brand proposition, exactly as they would on their own websites. It includes rich product descriptions and graphics, optional or ancillary products for sale, including fares families and gives airlines the greatest control possible over how their products appear on travel agents' screens.

Travelport has continued to enhance Rich Content and Branding by adding powerful, new search functionality and increased opportunities for upselling by offering the 'next product/price point up', with a full comparison of associated attributes and ancillaries.

Rich Content and Branding continues to differentiate Travelport from its peers in the indirect distribution channel and has continued its strong momentum with over 140 airlines now fully implemented.

Derek Sharp, Senior Vice President and Managing Director, Air Commerce, commented: “We’re delighted that both carriers have chosen to take advantage of our innovative merchandising capabilities which are unrivalled in the industry. Both British Airways and Iberia are important, long standing airline partners and today’s announcement is very good news for our mutual customers around the world.

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

Leila Moss

Senior Communications Executive, Corporate Communications

e: leila.moss@travelport.com

t: +44(0) 1753 288 957

m: +44(0) 7552 212 151

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](#)