

China Southern Airlines deepens partnership with Travelport

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Renews agreement leveraging Travelport Digital Media Solutions for the fourth consecutive year



Travelport (NYSE:TVPT), a leading travel commerce platform, today announces a new agreement with China Southern Airlines which will see the largest carrier in China utilise Travelport Digital Media Solutions for the fourth consecutive year, further building on the long-standing partnership between the two companies.

China Southern Airlines already distributes its content via Travelport’s innovative travel commerce platform as well as leverages Travelport’s leading merchandising solution, Rich Content & Branding, to enhance how their product offering is effectively displayed to travel agents. Under the renewed Digital Media Solutions agreement, China Southern Airlines will continue to utilise Travelport Sponsored Flights tool to promote their brand and increase their business opportunities among 250,000 travel agents across the globe. These highly innovative solutions will continue to assist airlines to increase their selling capability, with the ability to track their return on investment more effectively.

Mr. Li Dong Liang, Vice President of Sales, China Southern Airlines, says, “We are very pleased to be working with Travelport again to propel our business to the next level. With the growth of our airline and adding more services such as non-stop flights between Toronto-Guangzhou and Adelaide-Guangzhou, we believe these new routes will continue to bring new opportunities and mutual benefit for both companies.”

Niklas Andreen, Senior Vice President and Managing Director, Hospitality, Travelport, says, “We are proud to be a strong partner of China Southern Airlines as we continue to innovate our digital media solutions to ensure we answer the needs of our partners.”

Travelport’s Digital Media Solution is one of the core elements of Travelport’s Beyond Air initiatives, consisting of payments, hospitality, advertising and digital media. High-impact marketing tools including Travelport Sponsored Flights, Travelport Headlines, Sign-On Messages, and Electronic Direct Mail, enabling travel providers and organisations to increase revenue by maximising communications across Travelport’s global network, delivering targeted sales and promotional messages that influence purchase decisions, before, during and after the point of sale.

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.

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