

## GOL branded fares merchandising launched in Travelport Smartpoint and Travelport Universal API

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**Travelport (NYSE:TVPT)**, a leading Travel Commerce Platform, today announced that **GOL**, which markets itself as “the largest low-cost and best-fare” Latin American carrier with daily flights to South America and the Caribbean, has now gone live with **Travelport Rich Content and Branding**.

Rich Content and Branding is the industry-leading airline merchandising solution available through Travelport’s leading agency point of sale, **Travelport Smartpoint**, as well as via **Travelport’s Universal API** (universal application programming interface).

GOL joins more than 130 other airlines worldwide that have signed up for Travelport Rich Content and Branding, including both full-service, network carriers as well as low cost carriers. Approximately 140 airlines are now live and available in Travelport Smartpoint and Universal API for travel consultants to search, sell, and book.

Rich Content and Branding is Travelport’s leading merchandising solution that enables airlines to market and retail their products more effectively. With Rich Content and Branding, airlines are able to fully display all their fares, ancillaries, and brand proposition to travel agencies through graphically rich, interactive screen displays and real time booking in exactly the same way as they can through their own websites.

Rich Content and Branding technology is fully integrated into Travelport Smartpoint, Travelport’s award-winning agency point of sale product that has transformed the traditional

distribution model concept. With Travelport Smartpoint, travel consultants are equipped with superior booking technology that enables them to sell more effectively and efficiently, increase revenues, and grow their businesses.

“GOL strives to bring the most innovation to the Brazilian aviation market through pioneering products, services, and processes, such as Travelport Rich Content and Branding,” said **Fábio Mader**, Commercial Director, of GOL. “The ability to fully display GOL’s best fares and ancillary services on travel agency screens across the world enhances our goal of making air travel in Brazil and South America even easier to book for all.”

“Travelport Rich Content and Branding allows GOL to deliver additional customized content through Travelport’s global network of travel agencies, providing GOL with a competitive merchandising and distribution advantage that helps maximize their revenues and profitability,” said **Chris Engle**, Travelport’s vice president of Air Commerce, Americas.

## 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.

## About GOL Linhas Aéreas Inteligentes S.A.

GOL Linhas Aéreas Inteligentes S.A. (BMF&BOVESPA: GOLL4 and NYSE: GOL), the largest low-cost and best-fare airline in Latin America, offers around 900 daily flights to 73 destinations, 17 international, in South America, the Caribbean and the United States, using a young, modern fleet of Boeing 737-700 and 737-800 Next Generation aircraft, the safest, most efficient and most economical of their type. The SMILES loyalty program allows members to accumulate miles and redeem tickets to more than 700 locations around the world via flights with foreign partner airlines. The Company also operates Gollog, a logistics service which retrieves and delivers cargo and packages to and from more than 3,500 cities in Brazil and eleven abroad. With its portfolio of innovative products and services, GOL Linhas Aéreas Inteligentes offers the best cost-benefit ratio in the market.

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