

## Germania Flug AG goes live with Travelport's unrivalled merchandising technology

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The carrier can now tailor offers to individual corporations and travel agencies



Travelport (NYSE:TVPT), a leading travel commerce platform, has announced that Germania Swiss, a sister company of Germania, which operates flights from its headquarters in Zurich, Switzerland, is the latest carrier to go live with its industry-leading merchandising technology, Rich Content and Branding.

Travelport Rich Content and Branding enables airlines to more effectively display their products in line with how they sell on their own websites, including detailed product descriptions and imagery, optional or ancillary products for sale and 'bundles' offered in their fare families. Approximately 160 airlines are now live with Rich Content and Branding, ready for travel agencies to search, sell and book, with more airlines making their additional branded content available each week.

This news also means that Germania Flug AG can provide personalised, tailored offers to individual corporations and travel agencies as well as inclusive fares and corporate negotiated fares which can be easily described and promoted.

Urs A. Pelizzoni, CCO at Germania Flug AG commented: "Travelport's technology is in demand in the travel industry and we have been impressed with the company's functionality. Its offering on tailored content for example means we can truly personalise our offering to specific travel agencies and corporations and adds real value to our business. We believe that Travelport's

unrivalled merchandising capabilities will help the industry to further promote our offering and better serve the end traveller.”

Robin Ranken, Travelport’s Head of Airline Commerce Europe, added: “We are pleased that Germania Flug AG sees the value of our Rich Content and Branding solution, which is unrivalled in the industry. We now have approximately 160 airlines implemented which shows that the solution is making a real difference to the agency booking experience. At Travelport, we are redefining travel commerce by offering state-of-the-art new products to the travel industry and we are pleased to now offer these to Germania Flug AG.”

[www.germania.ch](http://www.germania.ch)

## 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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