

Malmö Aviation signs deal for Travelport Rich Content & Branding

8 January 2016



Travelport (NYSE:TVPT), a leading Travel Commerce Platform, today announces that Malmö Aviation is the latest Travelport Rich Content and Branding participant. Rich Content and Branding is the industry leading solution that allows airlines to more effectively market and retail their offering to travel agencies globally.

This latest announcement means that Travelport-connected travel agencies around the world now have access to Malmö Aviation's fares via the award-winning point of sale solution Travelport Smartpoint. This is a multi-year agreement with Malmö Aviation, a regional carrier based in Sweden that offers services within Sweden from Stockholm.

Travelport recently announced the one year anniversary of Rich Content and Branding and in the past year over 120 network airlines and low cost carriers have signed up, including Air Iceland, Lufthansa, SWISS, easyJet, Ryanair, Delta and United. A total of 100 airlines are now live in the system, ready for travel agencies to search, sell and book, with more airlines making their additional branded content available each week.

Maria Nyman, Head of Distribution at Malmö Aviation, commented: "Travelport's technology is in real demand within the travel industry and we are looking forward to becoming part of the story. We are pleased to be tapping into Travelport's Travel Commerce Platform and we believe that its merchandising capabilities will help travel agents to further promote our offering and better serve the end traveller."

Peter Cramon, Country Manager for the Nordics, said: “We welcome Malmö Aviation as the latest Rich Content and Branding participant and we look forward to helping the carrier increase revenue and drive growth. Rich Content and Branding enables airlines to sell their products their way, adding real value to their businesses. 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 Malmö Aviation.”

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

© 2019 Travelport

[Events](#) | [Investor Center - Archive](#)

[Privacy policy](#) | [Terms and conditions](#) | [Code of conduct](#) | [Business partner](#) | [Cookies](#) | [Modern slavery act](#)