

S7 Airlines signs up to Travelport's industry-leading airline merchandising technology

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Travelport Rich Content and Branding continues to go from strength to strength in Russia



Travelport (NYSE: TVPT), a leading Travel Commerce Platform has today announced that Russian S7 Airlines, has signed up to Travelport's industry-leading merchandising solution, Travelport Rich Content and Branding. Formerly known as Siberia Airlines S7 is headquartered in Novosibirsk Oblast, Siberia, and currently operates flights in Russia, the countries of the Commonwealth of Independent States (CIS), Europe, the Middle East, Southeast Asia and Asia Pacific.

Travelport Rich Content and Branding enables airlines to effectively communicate their full service offering to travel agents by displaying their branded fares and ancillaries on travel agents' screens, just as they would on their own websites. Using rich and graphical product descriptions, the solution allows airlines to implement innovative retailing techniques to drive sales of their fare families and ancillary products including upgraded meal choices, priority boarding or seats with extra legroom. In addition, the latest enhancement of Rich Content and Branding now enables airlines to deliver tailored offerings to specific travel agencies in targeted geographic regions.

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airlines have now signed up to Rich Content and Branding demonstrating the value the airlines see in Travelport's technology.

Ekaterina Dmitruk, VP Sales and Customer Relationship at S7 Airlines, commented: "This new partnership provides our business with a great opportunity to get our products and services in front of travel agents who can now better understand our offering and sell it to travellers. Travelport's technology will contribute to our business's further growth and our aim to offer greater choice to our customers, and meet their constantly increasing demands."

Robin Ranken, Travelport's Head of Airline Commerce Europe added: "We are pleased that S7 Airlines has recognised the merchandising capabilities in Travelport Rich Content and Branding. We are looking forward to supporting S7 Airlines reach its business goals."

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

Kate Aldridge

VP Corporate Communications

e: kate.aldridge@travelport.com

t: +44 (0)1753 288720

m: +44 (0)7921698757

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