

## Travelport and Atlasglobal announce full content agreement

21 October 2016

Turkish carrier, with a legacy of innovation in customer service, chooses Travelport's Travel Commerce Platform and merchandising technology to promote its fares and inventory worldwide



Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has today announced a new multi-year, global full content agreement (FCA) with growing Turkish carrier, Atlasglobal Airlines.

Operating in the region since 2001, and under the name Atlasglobal since 2015, the airline has a legacy of innovation in customer service and passenger quality and comfort, having introduced unique initiatives such as the “Flying Chef” and “Fly & Bus” services for its passengers. Atlasglobal operates a network across three continents and flies to almost 50 destinations. The announcement comes at a time when the Turkish economy continues to demonstrate strong recovery following economic challenges earlier in the year. [\[1\]](#)

Under the agreement, Atlasglobal will now offer Travelport-connected agencies in over 180 countries, servicing hundreds of millions of consumers around the world, real-time access to its fares and inventory-through the Travel Commerce Platform. The airline also joins over 180 airlines now live on Travelport's industry leading merchandising solution, Travelport Rich Content & Branding, which enables the airline's fare families to appear on travel agency screens, on a fully integrated basis, in exactly the same way it displays fares and ancillaries on its own website. Travelport's unsurpassed ability to provide detailed product descriptions- including images and related ancillary options- will support Atlasglobal in demonstrating its unique

attributes to the 68,000 Travelport connected travel agents around the world. The merchandising solution also offers the airline the ability to send tailored offers to travel agents and corporates to help drive additional bookings and revenues per seat.

Atlasglobal Sales and Marketing Director, Tuna Tunca, commented: “AtlasGlobal brings premium airline services to strategic locations at world-class standards. As our product offering evolves to meet and exceed traveller trends and expectations, it’s pivotal we utilise the newest and most cutting edge technologies so our travel agency partners can fully understand and promote our offering to passengers. We are very happy to announce this agreement with Travelport, which is aligned with meeting these objectives.”

Will Owen Hughes, Senior Director, Air Commerce, Travelport Africa and Middle East, added: “In the airline industry Atlasglobal is a customer service innovator and we are delighted that through this agreement, our technology will empower this carrier to showcase its entire product offering so that it can improve efficiency in selling and marketing to passengers across the globe through our Travel Commerce Platform.”

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1. [\[1\] Financial Times; Turkish markets recover half of post-coup losses, August 1st 2016](#)

## 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 Atlasglobal

Atlasjet Airlines was established on March 14th 2001 in Turkey and operated its first flight on June 1st 2001. In April 2004, the Ets Group acquired 50% of the airline’s shares from Öger Tours and then in February 2006, took the remainder and Murat Ersoy took over as President of the airline.

The airline began to operate domestic and international scheduled flights in 2004 with the aim of offering passengers international standards of quality and comfort on board. Under the leadership and vision of Murat Ersoy, the airline soon became known as a prestigious brand, both in Turkey and worldwide.

In 2015 the company decided to move forward under the name, Atlasglobal, undertaking an overhaul of its corporate identity, and continuing to expand its international flight network under the new slogan “A world beyond dreams” introducing its comfort and quality on board to a wider public.

Atlasglobal first began to operate with just two aircraft and today has a global fleet of Airbus A319, A320 and A321s operating its network of scheduled flights throughout Turkey, North Cyprus, the Middle East, Europe and Asia.

Atlasglobal offers great value EkonomiPlus fares including benefits such as comfortable 30 inch leg-room.

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complimentary food and drinks, free online check-in and seat allocation, and generous luggage allowance on all flights.

Atlasglobal passengers also have the choice of a real Business Class experience, which provides additional benefits during their trip. Passengers in Business Class travel in wide leather seats which are designed purely for Business Class with 37 inch leg-room. They also benefit from a large range of hot meals and beverages, as well as special services including priority baggage, priority check-in, use of the Lounge and VIP plane transfer at Istanbul Atatürk Airport.

Atlasglobal greets those passengers travelling to destinations with a 3 hour flight time or longer to/ from Istanbul with their “Flying Chef” service. The “Flying Chefs” offer a range of attractively presented dishes, giving passengers individual attention and ensuring that they have an even more enjoyable and delicious flight. The Chef prepares special daily dishes, adding a personal touch to both Turkish and international cuisine. The Chef personally prepares some signature dishes on board such as the Chef’s dessert.

Atlasglobal was the first airline to offer a “Fly&Bus” service, providing complimentary private airport shuttles in most of the cities where it operates scheduled flights. Atlasglobal also offers its international passengers connected flights around the world thanks to agreements with more than 70 foreign airlines.

In addition to its airline services, Atlasglobal has established the AFA (Atlantic Flight Academy) to provide professional pilot and cabin crew training, to meet the increasing needs of the fast-growing aviation sector. It has also established the ATS Team where a highly experienced and certified team of engineers and technicians, numbering over 480 employees, provides maintenance services in accordance with international regulations, to various international airlines in addition to Atlasglobal. JetSupport Worldwide Aviation Services, also established by Atlasglobal, has been providing international standard representation, supervision and management services including all kinds of flight permissions, fuel services, ground handling arrangements, aircraft leasing, flight planning and caretaker services to civil aviation enterprises all around the world since 2010.

Atlasglobal has brought an innovative understanding of customer service to the Turkish aviation sector. It will continue to maintain this together with its high standards of quality and investment in technology as it provides service to its passengers, whilst expanding its network of flights.

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