

## Travelport and Jambojet sign a new multi-year global full content agreement

27 January 2016

Travelport and Jambojet today jointly announce a pioneering new partnership that will see Jambojet distribute all its fares and ancillaries through Travelport's travel commerce platform



Travelport (NYSE:TVPT), the leading Travel Commerce Platform, has announced a new multi-year, global full content agreement with Jambojet Limited. Jambojet is also connecting to Travelport's Universal API technology and is the first carrier in Sub-Saharan Africa to do so.

According to the agreement, Jambojet, which launched in 2014, and is based in Kenya, will offer Travelport's 67,000 agencies worldwide access to its fares, inventory and ancillaries, including seating and paid baggage options.

Jambojet has also signed up to Travelport's Rich Content and Branding which enables airlines to provide images and descriptions on travel agency screens, much as they are represented on their websites today. Whether it's descriptions of meals, baggage or seating options and related fees, Travelport's Rich Content and Branding allows for greater transparency in what is becoming an increasingly more complex world of product differentiation as parties like Jambojet seek to innovate with their on-board and airport services. Travel agents using Travelport Smartpoint, the award-winning point of sale solution, can now access this unrivalled content and comprehensive descriptions within a single workflow, enabling efficiency and revenue growth.

The industry-leading merchandising technology continues to attract the world's leading airlines, both full service and low cost carriers, from all major geographies. Jambojet joins over 130 airlines now signed up to Rich Content and Branding including Etihad, Kenya Airways and South African Airways.

Willem Hondius, CEO of Jambojet Limited, commented: “This new global full content agreement with Travelport is fully aligned with our strategy to embrace new technologies in order to provide service excellence. Travelport’s innovative technology will help us to promote Jambojet’s content to travel agents in a clear and visual way. We are looking forward to driving growth and revenue for our business through this relationship with Travelport.”

Will Owen-Hughes, Senior Director Air Commerce, Middle East and Africa, Travelport added: “We are delighted that Jambojet has recognized our Universal API technology allowing airlines to sell their products in a totally unique way which in conjunction with Rich Content & Branding also enables travel agents to become true brand champions so that they can provide optimum choice to the end traveller. We also look forward to helping Jambojet drive growth for its business by using our next-generation merchandising solutions.”

## 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 Jambojet

Jambojet.com, the low cost brand of Kenya Airways, operates on domestic routes from Nairobi to Mombasa, Eldoret, Kisumu, Lamu, Malindi and Ukunda (Diani). It has flown over 500,000 passengers during the first year of operation and this number is set to grow as more Kenyans and foreigners appreciate the benefits of low cost flying. About 30% of the Jambojet passengers were actually first time flyers.

## Media Contacts

Siobhan McCarthy

Senior Manager, Corporate Communications, Europe, Middle East, Africa & South Asia

e: [siobhan.mccarthy@travelport.com](mailto:siobhan.mccarthy@travelport.com)

t: +971 (0) 43614800

m: +971 (0) 501070018

Kate Aldridge

VP Corporate Communications

e: [kate.aldridge@travelport.com](mailto:kate.aldridge@travelport.com)

t: +44 (0)1753 288720

m: +44 (0)7921698757

PR: **Carydon Vidah**

[carydonvidah@redhouseke.com](mailto:carydonvidah@redhouseke.com)

0732 795 057

© 2019 Travelport

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

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