

## Travelport and Mastercard maximize customer insights to drive new partnership strategies for airlines

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Travelport Passenger Insight helps airlines build smarter travel offers



**Travelport** (NYSE: TVPT), a leading travel commerce platform, and **Mastercard** today announced a new product offering to help airlines better understand their end travelers' spend behavior. The product, Travelport Passenger Insight powered by Mastercard, allows airlines to improve their partnership strategies and create better offers to encourage travel on their respective routes.

Travelport Passenger Insight, the latest innovation from Travelport's airline Business Intelligence team, analyzes how, where, and when travelers spend in key spend categories---such as hotels, car rental, restaurants and retail---while traveling in a particular destination or country.

"Travelport Passenger Insight, through its exposition of detailed passenger spend behavior, enables airlines to create more relevant partnership offers for their customers. With more pertinent offers, airlines can improve their ability to retain and increase market share," said Dan Westbrook, Travelport's vice president of Air Commerce Technology.

Travelport Passenger Insight uses aggregated transaction data to give airlines up-to-date traveler insights and information. Airlines can choose two levels of travel related spend detail. The result is customized analytics specific to the airline customers' profile and benchmarked against industry competitors.

This unique analysis of anonymized and aggregated spending data provides airlines with tailored insights into brand preferences and trends that can help attract and keep customers in key routes and markets.

“In today’s digital world, customers have high expectations for personal experiences and a one size-fits-all solution just won’t work,” said Susan Grossman, executive vice president, retail and commerce vertical at Mastercard Advisors. “This solution will help airlines deepen relationships with their passengers through smarter, more targeted offers.”

## 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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