

UTair 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 providing distribution, technology, payment and other solutions for the global travel and tourism industry has announced that the Russian airline UTair, has signed up to Travelport's industry-leading merchandising solution, Travelport Rich Content and Branding. UTair is the main carrier to use Vnukovo International Airport in Moscow where over 160 UTair flights are scheduled daily.

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.

Alexey Budnik, President of UTair Aviation said: "Travelport's Rich Content and Branding solution is highly recognised within the travel industry and we are looking forward to maximising the opportunity it provides us. We believe that its unique merchandising

capabilities will help travel agents further promote our products to travellers and result in new revenue streams.”

Robin Ranken, Travelport’s Head of Airline Commerce Europe added: “We are pleased that Travelport’s innovative merchandising solution has been recognised by UTair and we look forward to helping the carrier boost revenue and growth opportunities.”

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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