

Ailsa Brown to lead Travelport Digital in Asia Pacific

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Travelport Digital, a part of [Travelport](#) (NYSE: TVPT), today announces the appointment of Ailsa Brown as Vice President, Asia Pacific. Having previously led Travelport’s sales and commercial strategy in the region for many years, Ailsa will play a key role in maximising new opportunities and evangelizing Travelport Digital’s business-transforming mobile engagement solutions for travel brands across Asia Pacific.

With the number of smartphone connections in Asia Pacific accounting for 45% of total connections at the end of 2015 and expected to reach two thirds of the region’s total connections by 2020, (source [GSMA](#)) the need for a sophisticated and engaging travel offering via mobile is more important than ever before.

Ailsa Brown commented “In today’s world, mobile devices have an unquestionable role as consumers’ primary digital tool. In the Asia Pacific region specifically, mobile penetration and the reliance on mobile services continue to soar with mobile usage levels surpassing both Europe and North America*. The travel industry in Asia Pacific needs to rapidly respond to what is an increasingly mobile- first environment.”

She continued “For airlines and agencies to succeed in today’s engagement and mobile-first economy, they need to prove their commitment to meeting customer needs with a mobile solution that builds personalised, meaningful relationships. If executed properly this brings competitive advantage and significant value by capturing channel shift, acquiring new customers, increasing average spend, improving customer loyalty and driving greater brand

affinity. I'm now looking forward to telling that story and explaining how we can add real value to airlines' and agencies' digital strategy across the region.”

Fergal Kelly, CCO at Travelport Digital in Dublin said “I am delighted to welcome Ailsa to the Travelport Digital commercial team. Her regional experience and insights as well as her travel industry expertise will significantly boost our efforts in Asia Pacific, as we continue to work with airlines and agencies to exploit the mobile channel in order to build more valuable relationships with their customers.”

Ailsa will be running a webinar on Travelport Digital’s new mobile solution for airlines on Thursday, June 29th at 3pm Singapore time. Airlines can register to attend [HERE](#)

About Travelport Digital

Travelport Digital, part of Travelport, was established to heighten Travelport's strategic focus on the fast-growing digital economy within the global travel industry. The formation of the organisation builds on Travelport’s investment in Travelport Locomote, a corporate travel management platform, that empowers travel managers to manage entire business trips and ensure program efficiencies, and its acquisition in 2015 of MTT. MTT, now known as Travelport Digital, is the leading provider of mobile solutions to the travel industry that drive personalized customer engagement via mobile pre, during and post trip.

Travelport Digital focuses on customer-centric travel solutions, leisure and business, that drive end-traveller engagement leading to increases in customer value, loyalty and revenue.

For more information about Travelport Digital, please visit www.digital.travelport.com

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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