

Fiji Airways drives mobile strategy with Travelport Fusion

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Fiji Airways to engage customers with new mobile app powered by Travelport Fusion.



Travelport (NYSE: TVPT), a leading travel commerce platform, announces the signing of an agreement with South Pacific airline, Fiji Airways. With this agreement, Travelport will provide the airline with a mobile application powered by its new **Travelport Fusion** product.

Travelport Fusion is a quick-to-market mobile solution that helps airlines keep up with the rapid changes in mobile technology. The new mobile app will provide Fiji Airways with a robust tool, providing a more compelling and engaging experience for travelers. It will allow Fiji Airways to fully maintain their brand identity with consistent brand experience. As part of the service and support from Travelport, Fiji Airways will also benefit from future product upgrades.

Marc Cavaliere, Chief Commercial Officer of Fiji Airways commented, “We recognize the importance of mobile engagement and being able to connect with our customers, bringing them highly relevant, personalized information and services they need, at every step of their journey. Travelport Fusion allows us to implement this mobile app rapidly. We look forward to this new development with Travelport.”

A recent Travelport Global Digital Traveler Research report highlighted the need for a strong airline mobile app solution with findings indicating that 64% of travelers in Asia Pacific look for a good digital experience when choosing an airline to travel with. To further support this, 46% of them book their leisure trips on a smartphone and 73% believe that digital boarding passes make traveling much easier.

Ailsa Brown, Vice President Asia Pacific of Travelport Digital, said, “We are delighted that Fiji Airways has selected us to be their mobile partner. With our experience in mobile technology and our in-depth knowledge of the travel industry, Fiji Airways will receive complete support from our team, enabling them to focus on engaging their travelers and developing lasting and valuable relationships.”

With this agreement, Fiji Airways will also have access to digital analytics that includes booking trends and behaviors, allowing them to adapt their sales and marketing strategies more effectively. In addition, Travelport will provide further support and advice on best practice for digital marketing of the app and any app store optimization strategies.

The Fiji Airways app is due to be launched to the public in the second quarter of 2018.

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 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 mobile travel expert 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. Travelport Digital’s airline customers include Singapore Airlines, easyJet, Etihad Airways, Copa Airlines, transavia and LATAM Airlines. Travelport Digital also works with travel agencies worldwide including BCD Travel, Odigeo, XL Travel and Capita Travel and Events.

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