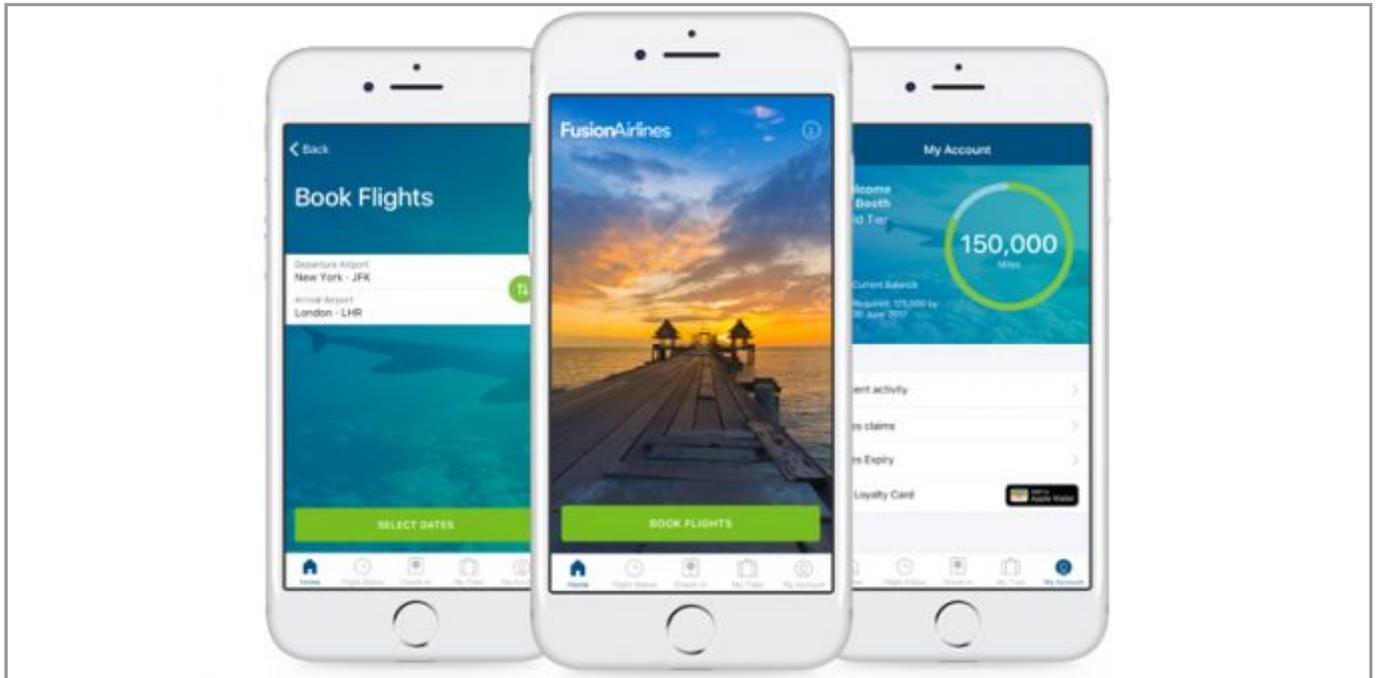


## Travelport Digital's Fusion to give even more airlines a sharper mobile edge

19 June 2017



*Travelport Fusion enables airlines to launch a feature-rich mobile app in weeks.*

*Quick to market solution provides a sophisticated yet cost-effective mobile offering, whilst accentuating the airline brand on mobile.*

*The new app solution includes flight search, booking, check-in, boarding, passport scanning and day of travel assistance via mobile.*

**Travelport** (NYSE:TVPT), a leading Travel Commerce Platform today announce the launch of a new mobile product for airlines, Travelport Fusion, in response to the growing need for all airlines to meet the expectations of today's mobile-first customer.

Recent figures from App Annie reveal that the majority of mobile travel bookings globally, between 2014 and 2016 were via apps\*. This highlights the need for travel providers such as airlines to adopt a sophisticated and scalable mobile service that not only meets basic booking requirements, but also engages and supports travellers before, during and post-trip.

In response to increased demand for advanced mobile services at all stages of travel, Travelport Digital has launched Fusion - a robust and rich mobile app solution for airlines of all sizes, that can work across all host systems.

It uniquely combines Travelport Digital's extensive airline experience, unparalleled mobile travel expertise, its focus on engaging the end-traveller and attention to high-end design. The

new product gives airlines end-to-end trip engagement via mobile, allowing them to develop more valuable and lasting relationships with their customers.

Travelport Fusion can be deployed in weeks and can be configured to reflect the airline brand by exploiting its market-leading design and UX capabilities. This allows airlines to focus on their distinctive service while reducing the time to market and cost of a sophisticated mobile offering.

For airlines who need highly customized mobile solutions adapted to their specific digital roadmap, Travelport Digital will continue to offer its unique and proven blend of market leading design, agile delivery and mobile customer engagement solutions.

The first release of Travelport Fusion will include a rich set of features such as mobile search, booking, check-in, boarding, passport scanning, day of travel assistance, itinerary management and real-time flight alerts. Airlines will benefit from further product releases and the ability to incorporate unique features to differentiate their digital offering.

Commenting on the launch of Travelport Fusion, Fergal Kelly, CCO of Travelport Digital in Dublin stated “Mobile continues to fundamentally change the travel industry, serving travellers who are increasingly more connected. Customer engagement via mobile is now a critical success factor for airlines of all sizes and we believe that the airline industry is not yet well-served in this area. The important fusion of user-focused design, travel industry experience and mobile technology expertise is often misunderstood. Airlines who underestimate these three key elements in mobile travel risk missing out on significant revenue from channel shift, new customer acquisition opportunities as well as the resulting improved customer loyalty.”

Fergal continued, “While we will continue to offer bespoke, high-end solutions as we have always done, Fusion is ideal for a wider market of airlines who now wish to move quickly on mobile. We will work with them as a strategic partner with the experience, vision, passion and commitment to realize the true value of mobile and we are excited to be leading the charge in this regard.”

For more information on Travelport Fusion, airlines can join an upcoming webinar on July 5th and July 6th. Register HERE: <http://hubs.ly/Ho7Qynco>.

**ENDS**

**\*Source:** <https://www.tnooz.com/article/mobile-apps-app-annie-travel/>

## 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](http://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

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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