

Travelport Highlights Travel Industry's Transformation as Middle East's Millennials Drive Demand for Personalization

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With Travel & Tourism investment in the Middle East to continue to rise by in 2017¹ and digital consumption in the UAE and Saudi Arabia expected to reach high levels of personalization by 2021² innovation in travel tech is supporting the industry's growth through connecting travelers to more travel choices

Travelport (NYSE:TVPT), a leading Travel Commerce Platform participating at the 2017 Arabian Travel Market (ATM) from April 24-27th will highlight at ATM how travel tech is allowing airlines and travel agents to meet Middle East travelers' demands, and grow their businesses, by providing a more personalized travel experience with more relevant travel choices to all the region's travelers. With today's youngest working segment- the millennial generation- estimated to become the largest workforce segment by 2030 , travel industry players in the Middle East are leveraging technology to meet the needs of millennials who tend to be higher spenders than their global peers with regards to travel.³

In the GCC, millennials account for a quarter of the population³ and they have grown up surrounded by and adapting to technology. The region's travel industry is feeling the clout of their spending power already and it is estimated that millennials in the UAE will generate \$40,000 average annual gross income by 2019 with almost half of them book travel through mobile devices.³ Travel apps have become the millennials preferred method of interacting with brands, almost 1/3 more than past generations. ³ Mobile applications are great platforms to create personalized offers. For airlines, the key can be the travel behavior already known to the

airline through past purchases tied to the user's booking account.⁴ In the Middle East, leading airlines such as Etihad have launched successful travel apps which deliver innovative digital travel solutions for their travellers, improving the travel experience. Low cost carriers strengthening expansions in the Gulf such as India's largest airline, IndiGo, also provide strong mobile retailing examples. ⁴ Research indicates low cost carriers have high growth opportunities in the Middle East.⁵ With rising business and tourism stemming from the Gulf, carriers such as IndiGo have recently launched new routes in the UAE and have been key adaptors of innovative technology to reach new travelers in the region.

Speaking ahead of ATM, Rabih Saab, Travelport's President & Managing Director for Europe, Middle East, Africa and South Asia commented; "Travel tech is an exciting place to be right now. We are increasingly living in an experiential world. Mobile penetration in the Middle East is astronomical, across the GCC almost 80% of the population are mobile subscribers.⁶ Smart travel brands will continue to look at how mobile can help bridge the gap between generic experiences and ones where the end-traveller feels truly engaged and supported. Brands will thrive or decline depending on the experiences delivered to travelers and how relevant and personalized these experiences are. Travelport's technologies and unique Travel Commerce Platform is leading the industry in providing technology solutions to ensure our airline and travel agency partners flourish in this pivotal point in time for our industry."

ATM visitors can experience Travelport's Travel Commerce Platform in action at Sheikh Saeed Hall 1 – Stand TT1520 .

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Notes to editors

1. *Travel & Tourism, Economic Impact 2017, Middle East, WTTC*
2. *Digital Consumption in the United Arab Emirates/Digital Consumption in the Kingdom of Saudi Arabia, Euromonitor, March, 2017*
3. *Understanding the Millennial Mindset and what it means for payment in the GCC, A point of view from Visa, July 2016*
4. *Ancillary Revenue Goes Mobile, IdeaWorksCompany.com LLC, 2017*
5. *CAPA, 2017*
6. *The Mobile Economy, Middle East and Africa, 2016*

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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