

## Travelport heightens investment in its Digital Media Solutions team

15 March 2017



**Travelport** (NYSE:TVPT), a leading Travel Commerce Platform, has announced that Atlyn Forde has become the Regional Head of Destination Marketing in the Digital Media Solutions team, part of its leading Hospitality division.

With over 15 years of marketing experience, Atlyn has held a number of senior management positions and has served as a board member for the Caribbean Tourism Organization. Prior to joining Travelport Atlyn was formerly Director of Marketing for the Saint Lucia Tourist Board, where she was responsible for increasing arrivals from the European markets. Atlyn will play a key role in driving strategies to increase awareness in and encourage Regional, Country & City Tourism Boards within EMEA to embrace Travelport's latest advertising solutions and technologies in order to reach both B2B travel agents and B2C end travelers.

Anna Au-Yeung, Global Head of Destination Marketing at Travelport, commented: "With her passion for marketing and travel, Atlyn is an outstanding addition to our Digital Media Solutions team. I'm confident she will play an integral part in increasing awareness of the marketing opportunities available to tourism boards and destinations via our travel commerce platform."

### 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

sector. 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.

## Media Contacts

Kate Aldridge

VP Corporate Communications

e: [kate.aldridge@travelport.com](mailto:kate.aldridge@travelport.com)

t: +44 (0)1753 288720

m: +44 (0)7921698757

Chris Boba

Corporate Communications Manager, EMEA

Tel: +44 (0) 1753 288 691

Email: [chris.boba@travelport.com](mailto:chris.boba@travelport.com)

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