

Viva Online Services in Greece goes live with Travelport Branded Fares and Ancillaries

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has announced that Viva Online Services ([Viva.gr](#)), a leader of online transportation and tourism services in Greece, is the first Greek agency to implement Travelport branded fares and ancillaries which allows them to make better informed air choices and improve service to their travellers.

Now over 200 airlines have chosen to distribute and display their branded fares and ancillary services, such as imagery and descriptions of their seats, meals and services such as Wi-Fi and lounge access. By connecting via Travelport's Universal API, Viva.gr is connecting to Travelport's Travel Commerce Platform which allows it to customize airlines products and offerings within their display and heighten service and travel choice to customers looking to book Travelport's unrivalled content from the world's leading airlines and low cost carriers, as well as over 650,000 hotel properties.

By taking advantage of Travelport's Universal API, Viva.gr can now offer its customers an improved level of detail and choice so they can better compare and understand an airline's full offering prior to making their bookings, heightening the probability for the traveler to book on their site, instead of just using the website for a simple price and schedule query.

Yannis Giovanos, Senior Product Manager, Viva said, "We have seen over 30% upsell in the months following the implementation of Travelport's Branded Fares and Ancillaries product which is well above our expectations. We have also experienced a significant number of

customers choosing to upgrade to a business fare because they can see more easily what they get, which is a very strong additional benefit of the implementation.”

Leonidas Zotos, Travelport’s Regional Managing Director, Greece, added: “We are very pleased with Viva’s implementation of our merchandising technology. Their preliminary results confirm that this has been an evolutionary step for them and has allowed them to strengthen both their local and global online travel distribution positions.”

[Read our Viva Travel case study.](#)

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 Viva.gr

Founded in 2006, Viva Online Service is one of the largest online travel agencies (OTAs) in Greece, and a leader of online transportation and tourism services for the Greek market. The development team behind the company has 10 years’ experience in designing and implementing advanced web applications for many different sectors (telecoms, banking, retail) and knows very well how to implement transactional based applications that are fast, reliable, and easy to use.

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