

Net Express

DIGITAL TRENDS FOR TRAVELLER EXPERIENCE

IndiGo joins hands with Travelport

With India poised to be in the top six business travel markets by 2019 and trade activity forecast to grow almost 10 per cent in 2017, adopting innovative travel technology will play an important role for India's travel industry leaders



H.C. TIWARI

BOOSTING INTERNATIONAL PRESENCE: Aditya Ghosh, President, IndiGo with Gordon Wilson, President and CEO, Travelport at the launch of IndiGo's fares and ancillaries on Travelport's Travel Commerce Platform in India, (inset) screenshot of the travel platform

Travel industry leaders gathered in Delhi to mark the official launch of IndiGo's fares and ancillaries on Travelport's leading Travel Commerce Platform in the country. IndiGo, India's largest domestic airline and one of the world's fastest growing low cost carriers. In a GDS-industry first, IndiGo announced in September that it had signed a strategic partnership to distribute its low fares and ancillaries to all connected Travelport travel agencies around the world – both online and offline. The Travelport platform offers fully integrated, industry leading merchandising capabilities and

is used extensively by travel agencies in India as well as other key target markets for IndiGo. The agreement comes when advances in travel technology are empowering traditional retailers to be more competitive. India's economic growth accelerated in 2015 reaching an average of 7.3 per cent, meaning the 7th largest economy registered the fastest GDP growth rate in the world.

IndiGo's President and Whole Time Director Aditya Ghosh and Travelport's President and CEO Gordon Wilson explained how the partnership will see IndiGo leverage Travelport's leading merchandising capabilities to bring IndiGo's brand proposition to life for travellers in India,

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Dubai airport to test 'drone hunter' to seek out problem causing drones



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SITA Wi-Fi service to keep SAS flight crew connected to ground

and will be rolled out to agents globally in a phased approach, as IndiGo continues to expand its route network into destinations in the India Subcontinent, the Middle East and South East Asia.

Said Aditya Ghosh: "We are very excited to officially launch our content on the Travel Commerce Platform today and proud of our partnership with Travelport. Travelport's technology is providing an opportunity for us to reach new travellers at home and internationally and familiarize them with our unique brand in a highly cost effective manner without incurring the traditional costs associated with participation in the more traditional global distribution platforms."

Gordon Wilson pointed out that the launch was "very good news for our connected travel agents both in India and around the world. By adding IndiGo's fares and ancillaries to the Travelport platform, we have marked another significant industry first and we look forward to working with IndiGo in the years ahead to help them expand their distribution. Meanwhile, we will continue to invest in and extend our leadership in air merchandising and the provision of innovative technology to the global travel industry".