

## Travelport launches Next Generation Storefront

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Next Generation Storefront (NGS) is an industry initiative to enable travel agencies to display airfares just like airlines show their branded fares on their own websites. Developed by industry body ATPCO, it aims to deliver a richer and more informed shopping experience for travellers. The 'Storefront' allows users to compare and choose between multiple branded fare offers and across different airlines' flights – all on one screen.



Complementing this, and powered by Travelport's latest API, Trip Services, NGS will present airlines' offerings by fare families and their ancillaries for easy comparison shopping. This will allow all Travelport's partner travel agencies to display more flight options and information for travellers, so they can choose the offering that works best for their customers.

As the ATPCO standards continue to evolve, Travelport will facilitate exact comparisons across airlines' full range of products, whether for online agencies, corporate booking tools or Travelport's own travel agency desktop solution, Smartpoint.

The new displays will show different branded categories such as Basic Economy, Standard Economy and Economy Plus in a single display alongside one another, enabling users to select their preferred branded offer for each leg of their journey.

Travelport pioneered such innovation when it launched Rich Content and Branding in 2014. More than 270 airlines now benefit from this solution which provides travel agencies the brand and ancillary data they need to help travelers make informed decisions other than just the price.

Travelport is in a leading position to provide travel agencies with information on ancillary products and other available options to deliver NGS.

**Stephen Shurrock**, Travelport's Chief Commercial Officer, commented, "Whether through Rich Content and Branding, NDC or NGS, Travelport is committed to providing the broadest range of content and will continue to lead change. NGS will be key in driving a shift from cheapest fare to best value.

**Sandeep Dwivedi**, Chief Operating Officer at InterGlobe Technology Quotient (ITQ) commented, "ITQ through Travelport has always strived hard to provide the best travel technology solutions to the Indian customers. And, NGS is a great initiative that will further enhance the customer experience by offering them a wide choice of fares and ancillaries."

**Jeff Lobl**, Managing Director Global Distribution Strategy at Delta Air Lines said: "GDSs have a critical role to play in the retail transformation of our industry, and

Next Generation Storefront is central to that effort. We applaud Travelport's commitment to elevating the shopping experience for our customers."

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