

Aeroflot – Russian Airlines first in Russia to sign up to Travelport Rich Content and Branding

Langley, UK

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Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces that Aeroflot - Russian Airlines has signed up for Travelport's Rich Content and Branding solution.

Aeroflot - Russian Airlines becomes the first airline in Russia and across the CIS (Commonwealth of Independent States) to take advantage of Travelport's innovative new offering, which is a key component of the groundbreaking Travelport Merchandising Platform. Rich Content and Branding gives airlines the ability to present the full value and scope of their products to Travelport connected travel agents. It allows them to manage how their flights, fare families and ancillaries are visually presented and viewed on travel agency screens. It can also help agents satisfy the demands of travellers who expect the most from today's airlines and travel distributors.

The solution has received significant support and interest from airlines since its introduction earlier this year. Over sixty airlines have now signed up to participate including leading carriers such as Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, Iberia, easyJet, SilkAir, Hong Kong Airlines, Hainan Airlines and United Airlines.

Robin Ranken, Travelport's Head of Airline Services Europe added, "Travelport is helping to redefine travel commerce by bringing innovative new products to the market to benefit our customers. Rich Content and Branding is one such product and I'm so pleased Aeroflot has signed up and taken a lead in Russia. We look forward to continuing to build on our already great relationship."