

WestJet and Travelport to Provide Customized Brand Content to Travel Agents

Langley, U.K

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Travelport (NYSE: TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announced WestJet has signed up for Travelport's Rich Content and Branding solution.

WestJet becomes the latest airline to take advantage of Travelport's innovative new offering, which is a key component of its' industry-leading 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 and allows them to manage how their flights, fare families and ancillaries are visually presented and viewed on travel agency screens.

The solution has received significant support and interest from airlines since its introduction earlier this year. Currently 70 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.

"The Rich Content and Branding program allows WestJet to provide travel agents around the world with innovative, flexible, and information-rich access to WestJet's products," said Lyell Farquharson, vice president-sales, for WestJet. "Travelport's merchandising technology gives WestJet an important tool to seamlessly communicate with travel agents detailed information about WestJet's offerings, better deliver our full product portfolio, and maintain brand consistency."

"We're delighted to be expanding our relationship with WestJet, and look forward to working closely with their team as they adopt our innovative Rich Content and Branding solution," said Chris Engle, vice president, Americas-Air Commerce, for Travelport. "Giving travel agents better quality, richer information at their fingertips supports a more compelling sales proposition, improves agent efficiencies and customer services, and provides a basis for travel agents to increase sales conversion rates."