

Travelport and Air Go Egypt sign a new multi-year global full content agreement

Dubai, UAE

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry, announces a new multi-year, global full content agreement with Air Go Egypt. Air Go Egypt launched operations in 2013 and is based in Egypt.

As part of the new agreement, Air Go Egypt will now offer 67,000 Travelport-connected agencies worldwide access to its fares and inventory, including web fares and ancillary offerings. The carrier has committed to participate in Travelport Rich Content and Branding – one of the key components of Travelport’s suite of innovative merchandising solutions for airlines. Rich Content and Branding enables airlines to market and retail their offering more effectively by controlling how their products are visually presented and described on travel agent screens, and is now available through the latest version of the Travelport Smartpoint agency desktop. Over one hundred airlines have already signed up to participate in Rich Content and Branding since its launch in 2014, including Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, EasyJet, Hong Kong Airlines, WestJet, and United Airlines.

Travel agents utilizing Travelport Smartpoint, the award-winning point of sale solution, can access unrivalled airline content as well as comprehensive descriptions within their workflow, enabling them to accelerate the booking process and increase revenue.

Ahmed Amin, CEO of Air Go Egypt, commented: “This new global full content agreement will help us to promote Air Go Egypt’s content to travel agents in an effective and innovative way. We look forward to continuing our mutually successful partnership with Travelport.”

Will Owen Hughes, Senior Director Airline Services, Travelport Africa, Middle East and South Asia, added: “We are pleased that Air Go Egypt has recognized Travelport’s commitment to delivering unrivalled service and travel content to its customers. We are fully dedicated to supporting Air Go Egypt in generating more bookings via our industry-leading merchandising solution in which we are confident will play a major role in the airline’s future growth.”



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