



Air China signs up for Travelport Rich Content and Branding technology

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Travelport, a leading distribution services and e-commerce provider for the global travel industry, and Air China, the national carrier of the People's Republic of China, have today announced a new merchandising agreement which will see Air China participate in Travelport's Rich Content and Branding program, the newest airline merchandising technology under the Travelport Merchandising Platform umbrella.

On track to be launched globally in the coming months, Rich Content and Branding enables airlines to more effectively control how their flights and ancillaries are visually presented and described on travel agency screens, bringing them more in line with the airline's own website experience. Air China joins 26 other carriers – ranging from full service, hybrid, to low cost airlines – that have already signed up to use this solution when it goes live in Travelport's Smartpoint agency desktops.

Air China's Deputy GM Network & Revenue Management, Ms. Na Na, says, "We are delighted to expand our partnership with Travelport by adopting their new Rich Content and Branding technology. The solution offers the ability to differentiate our products and services against other airlines in the GDS, whilst maintaining brand consistency with Air China's other sales channels, providing a holistic brand experience for both travel agents and travelers."

Damian Hickey, Travelport's Vice President of Global Distribution Sales & Services, Asia-Pacific, says, "We are delighted that Air China has signed up for Rich Content and Branding, and look forward to working closely with them to maximise the full capabilities this breakthrough technology has to offer."

Air China operates more than 280 flight routes, including 197 domestic and 71 international routes covering 30 countries and regions. As a member of the Star Alliance, its service network extends to 181 countries and 1,160 destinations globally.

