

SWISS upgrades to Travelport Rich Content and Branding

Travelport's technologies offer agents more SWISS content

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has announced that SWISS is the latest carrier to sign up to its innovative airline merchandising technology, Travelport Rich Content and Branding and its fares and ancillaries are now ready to search, sell and book through Travelport Smartpoint.

Following this new agreement, SWISS will be utilising Travelport's advanced technologies including Rich Content and Branding which provides much more comprehensive product features than ATPCO branded fares. Through Travelport Smartpoint, agents have access to the ATPCO offering and much more, including detailed information on SWISS' cabins, brand imagery and product descriptions. In addition, agencies will be able to compare ancillaries, including SWISS' additional baggage purchase option, which allows for more effective upsell opportunities. The new agreement also means that agents can now access SWISS' new fare structure for Europe including Economy Light, Economy Classic, Economy Flex and SWISS Business.

Swiss International Air Lines (SWISS) is the national airline of Switzerland serving 106 destinations in 49 countries all over the world from Zurich and Geneva. With a fleet of 95 aircraft, SWISS transports around 16 million passengers every year.

Marcus H. Frank, Vice President and Head of Revenue Management, Pricing and Distribution at SWISS commented: “We are happy that in cooperation with Travelport, we can now provide travel agents and travelers with a richer understanding of SWISS’ content who can, in turn, more efficiently present our products to our joint customers. We are convinced that the branded images and descriptions presented on agents’ screens through Travelport Smartpoint will help travel agents promote and tailor our offering to meet the needs of travelers.”

Robin Ranken, Travelport’s Head of Airline Services Europe, said: “We are delighted that SWISS has recognised Travelport’s technologies as a key driver of growth for their business. Travelport is redefining travel commerce by introducing innovative new products that meet the unmet needs of the travel industry and we are pleased to be supporting SWISS as part of this.”