

SunExpress goes live with Travelport Rich Content and Branding

Langley, UK
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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has today announced that SunExpress, a specialist leisure airline based in Germany, has gone live with its industry-leading merchandising solution, Travelport Rich Content and Branding. By signing up to Travelport Rich Content and Branding, SunExpress is able to present and describe its products to travel agents in a more visual way, enabling it to market and retail its offering more effectively.

SunExpress was founded in 1989 as a subsidiary of Lufthansa and Turkish Airlines and carried over 7million passengers last year. SunExpress Germany is based in Frankfurt and is an airline subsidiary of SunExpress.

SunExpress joins over 100 other airlines who have also signed up, including leading carriers such as AirAsia, Delta, and United Airlines, as well as low cost carriers including Ryanair and easyJet. Travelport Rich Content and Branding is fully integrated into Travelport Smartpoint, its award-winning point of sale solution which helps speed up the booking process and generate additional revenue.

Andreas Thams, Commercial Director at SunExpress, said: “We are pleased to have reached this new agreement with Travelport and we are excited about the growth potential that its industry-leading merchandising solution offers SunExpress. Travelport’s flexible approach to distributing content means that it is adding real value to our business and so to our travel agency partners and in the end to our passengers.”

Robin Ranken, Travelport’s Head of Airline Services Europe, added: “Travelport Rich Content and Branding is designed to empower selling and build an engaging brand experience for airlines. The solution has received significant interest from airlines since its introduction last year, due to its interactive and visually-rich content which is proving to be a very effective sales tool for travel agents. This announcement is very positive and it is great to have SunExpress live. We are very much looking forward to developing a successful relationship with these two airlines in the future.”