

Air New Zealand becomes 100th carrier to launch Rich Content and Branding on Travelport

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry, today announced Air New Zealand as the 100th airline to launch enhanced merchandising capabilities using Travelport's Rich Content and Branding solution.

Travelport Rich Content and Branding enables airlines to market and retail their products more effectively, fully displaying all of their fares, ancillaries and brand proposition to travel agencies. It includes rich product descriptions and graphics, optional or ancillary products for sale, including fares families, as well as "the next product/price point up" offers to encourage more upselling.

Travelport's Rich Content and Branding solution allows Air New Zealand to showcase its innovative customer products such as the Economy Skycouch and Premium Economy and Lie-Flat Business Class seats.

The industry-leading technology continues to attract the world's leading airlines, with over 125 carriers signed up and 100 carriers now live.

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "Travelport's Rich Content & Branding is the perfect tool for Air New Zealand to showcase its brand offerings. Our solution is about empowering airlines to create great choices for their customers and to clearly communicate those choices."