



Pinpoint Travel Group chooses Travelport

Singapore
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Travelport, a leading distribution services and e-commerce provider for the global travel industry, today announces a new agreement with Pinpoint Travel Group, a business specialising in travel rewards and redemption programs for the customers of banks and other corporations, as well as operating vacation programs of leading international airlines in Australia, such as Singapore Airlines' SIA Holidays and United Airlines' United Vacations.

Under the new agreement, Travelport will become Pinpoint Travel Group's preferred global distribution systems (GDS) provider in the Asia region, and provide them with on-going travel technology consultancy services as they continue their expansion.

Commenting on this new partnership, Kirsty Rankin, CEO of Pinpoint Pty Ltd, says, "When we were selecting a new GDS partner for Asia, we drew up a list of selection criteria which ranged from technology offered, global reach, industry expertise and commercial value. Travelport stood out amongst other potential solution providers and I look forward to working with them as Pinpoint continues its rapid growth in the region."

Gordon Wilson, President and CEO, Travelport, adds, "Travel rewards are now a critical component for all types of loyalty programmes. It is important for Pinpoint Travel Group to have access to the broadest travel content possible via innovative technology, ensuring their clients' members enjoy a seamless booking process. I am delighted that Pinpoint Travel Group has chosen Travelport and am confident that we can help them deliver on their business goals."

Pinpoint Travel Group is wholly owned by Pinpoint Pty Ltd – the leading marketing, loyalty and e-commerce company in the Asia-Pacific region. In addition to operating SIA Holidays and United Vacations in the Australia region, Pinpoint Travel Group also runs holiday brands such as Freestyle Holidays and Rosie Holidays.