

Travelport and Jambojet sign a new multi-year global full content agreement

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Travelport (NYSE:TVPT), the leading Travel Commerce Platform, has announced a new multi-year, global full content agreement with Jambojet Limited. Jambojet is also connecting to Travelport's Universal API technology and is the first carrier in Sub-Saharan Africa to do so.

According to the agreement, Jambojet, which launched in 2014, and is based in Kenya, will offer Travelport's 67,000 agencies worldwide access to its fares, inventory and ancillaries, including seating and paid baggage options.

Jambojet has also signed up to Travelport's Rich Content and Branding which enables airlines to provide images and descriptions on travel agency screens, much as they are represented on their websites today. Whether it's descriptions of meals, baggage or seating options and related fees, Travelport's Rich Content and Branding allows for greater transparency in what is becoming an increasingly more complex world of product differentiation as parties like Jambojet seek to innovate with their on-board and airport services. Travel agents using Travelport Smartpoint, the award-winning point of sale solution, can now access this unrivalled content and comprehensive descriptions within a single workflow, enabling efficiency and revenue growth.

The industry-leading merchandising technology continues to attract the world's leading airlines, both full service and low cost carriers, from all major geographies. Jambojet joins over 130 airlines now signed up to Rich Content and Branding including Etihad, Kenya Airways and South African Airways.

Willem Hondius, CEO of Jambojet Limited, commented: "This new global full content agreement with Travelport is fully aligned with our strategy to embrace new technologies in order to provide service excellence. Travelport's innovative technology will help us to promote Jambojet's content to travel agents in a clear and visual way. We are looking forward to driving growth and revenue for our business through this relationship with Travelport."

Will Owen-Hughes, Senior Director Air Commerce, Middle East and Africa, Travelport added: “We are delighted that Jambojet has recognized our Universal API technology allowing airlines to sell their products in a totally unique way which in conjunction with Rich Content & Branding also enables travel agents to become true brand champions so that they can provide optimum choice to the end traveller. We also look forward to helping Jambojet drive growth for its business by using our next-generation merchandising solutions.”