

GOL branded fares merchandising launched in Travelport Smartpoint and Travelport Universal API

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, today announced that GOL, which markets itself as “the largest low-cost and best-fare” Latin American carrier with daily flights to South America and the Caribbean, has now gone live with Travelport Rich Content and Branding.

Rich Content and Branding is the industry-leading airline merchandising solution available through Travelport’s leading agency point of sale, Travelport Smartpoint, as well as via Travelport’s Universal API (universal application programming interface).

GOL joins more than 130 other airlines worldwide that have signed up for Travelport Rich Content and Branding, including both full-service, network carriers as well as low cost carriers. Approximately 140 airlines are now live and available in Travelport Smartpoint and Universal API for travel consultants to search, sell, and book.

Rich Content and Branding is Travelport’s leading merchandising solution that enables airlines to market and retail their products more effectively. With Rich Content and Branding, airlines are able to fully display all their fares, ancillaries, and brand proposition to travel agencies through graphically rich, interactive screen displays and real time booking in exactly the same way as they can through their own websites.

Rich Content and Branding technology is fully integrated into Travelport Smartpoint, Travelport’s award-winning agency point of sale product that has transformed the traditional distribution model concept. With Travelport Smartpoint, travel consultants are equipped with superior booking technology that enables them to sell more effectively and efficiently, increase revenues, and grow their businesses.

“GOL strives to bring the most innovation to the Brazilian aviation market through pioneering products, services, and processes, such as Travelport Rich Content and Branding,” said Fábio Mader, Commercial



Director, of GOL. “The ability to fully display GOL’s best fares and ancillary services on travel agency screens across the world enhances our goal of making air travel in Brazil and South America even easier to book for all.”

“Travelport Rich Content and Branding allows GOL to deliver additional customized content through Travelport’s global network of travel agencies, providing GOL with a competitive merchandising and distribution advantage that helps maximize their revenues and profitability,” said Chris Engle, Travelport’s vice president of Air Commerce, Americas.