

## **Travelport demonstrates ongoing commitment to the travel industry in Namibia**

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Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry hosted its annual Travel Industry Workshop in Windhoek, Namibia, this week. The event, coupled with an exhibition, attracted Namibia's travel industry leaders- including suppliers and agents from across the country- and provided attendees with a unique opportunity to connect, interact and discuss the travel industry's leading redefining travel technology.

The annual Namibia Travel Industry Workshop, now in its fourth year running, has become an important fixture of Namibia's travel industry , which is expected to have a total contribution of over 21% to Namibia' GDP by 2025.

During the workshop, the Travelport team showcased the user friendly and intuitive desktop technology, Travelport Smartpoint, which leads the industry in enabling travel agents to effectively search, book and sell travel. Smartpoint gives travel agents access to Travelport's unrivalled content including branded fares and ancillaries and features graphics, comparison shopping, descriptions or maps what significantly improves efficiency of agents work and provides them with increased opportunities for upselling. Travelport's team also presented an overview of Travelport's Rich Content and Branding which is making waves in the airline merchandising space as it enables airlines to effectively display their products in line with how they are sold on their own websites and has the ability to provide tailored offers to individual travel agencies which can be easily described and promoted.

To further express Travelport's commitment to open dialogue with the industry leaders, the attendees had a unique opportunity to feel inspired by Travelport's motivational speaker, Shelley Walters who gave the lecture on the future role of travel agents. Shelley is a well-known conference speaker and sales trainer who specialises in the areas of sales and persuasion skills. The quality of her training, expertise and knowledge, especially on how to engage today's customers has been recognised by Travelport on several occasions and was greatly appreciated by the workshop's attendees.

Robyn Christie, Country Manager for South Africa, commented: "Travelport has always been committed to the Namibian travel industry and this workshop allowed our team to share our mission which is to build an



open platform which allows the industry to thrive and innovate. We are very proud to see how much value such events bring to the local travel agencies community and are pleased to have the chance to inspire and partner with the travel industry in Namibia so that we can shape the future of travel together.”