

Air France KLM signs up to Travelport's industry leading airline merchandising technology

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform has today announced an agreement with Air France KLM to include Travelport's industry leading airline merchandising solution, Travelport Rich Content and Branding. The agreement advances Travelport's long standing relationship with Air France KLM.

By signing up to Travelport Rich Content and Branding, participating airlines are able to fully display their brand proposition as they would on their own websites to travel buyers. It allows them to include rich product descriptions and graphics, optional or ancillary products for sale, including fares families and gives airlines control over how their products appear on travel agents' screens.

In addition, the airlines can provide individual corporations and travel agencies with personalised, tailored offers, as well as inclusive fares and corporate negotiated fares, which can all be easily described and promoted. These solutions enable airlines to not just maintain but also differentiate their brand through the indirect channel.

Travelport Rich Content and Branding continues to differentiate Travelport from its peers in the indirect distribution channel and has continued its strong momentum with approximately 160 airlines now fully implemented.

Robin Ranken, Travelport's Head of Airline Commerce Europe, commented: "We're delighted that Air France KLM has chosen to sign up to Travelport Rich Content and Branding and can take advantage of our innovative merchandising capabilities which are unrivalled in the industry."