

UTair signs up to Travelport's industry-leading airline merchandising technology

May 11, 2016

Travelport Rich Content and Branding continues to go from strength to strength in Russia

Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry has announced that the Russian airline UTair, has signed up to Travelport's industry-leading merchandising solution, Travelport Rich Content and Branding. UTair is the main carrier to use Vnukovo International Airport in Moscow where over 160 UTair flights are scheduled daily.

Travelport Rich Content and Branding enables airlines to effectively communicate their full service offering to travel agents by displaying their branded fares and ancillaries on travel agents' screens, just as they would on their own websites. Using rich and graphical product descriptions, the solution allows airlines to implement innovative retailing techniques to drive sales of their fare families and ancillary products including upgraded meal choices, priority boarding or seats with extra legroom. In addition, the latest enhancement of Rich Content and Branding now enables airlines to deliver tailored offerings to specific travel agencies in targeted geographic regions.

Alexey Budnik, President of UTair Aviation said: "Travelport's Rich Content and Branding solution is highly recognised within the travel industry and we are looking forward to maximising the opportunity it provides us. We believe that its unique merchandising capabilities will help travel agents further promote our products to travellers and result in new revenue streams."

Robin Ranken, Travelport's Head of Airline Commerce Europe added: "We are pleased that Travelport's innovative merchandising solution has been recognised by UTair and we look forward to helping the carrier boost revenue and growth opportunities."