

## **Travelport encourages its Hungarian customers to upsell ancillary services**

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Travelport recently held an open day in its Budapest office, which attracted key customers from the Hungarian travel industry, including leading travel agencies and travel management companies. The event was also given a boost by the attendance of Réka Váradi, the General Manager of TAL Aviation Hungary, which represents Qantas Airlines locally. Travelport's team used the event to highlight the benefits of its innovative airline merchandising technology, which makes it easier for agents to sell an airline's branded fares and ancillaries and increase revenues.

Taking into consideration that global airline ancillary revenue for 2015 reached over \$52bn and has grown 21% annually since 2010[1], airlines want to make sure that travel agents understand the attributes of their different fares and the value of ancillary products. To help meet this need, Travelport's technology allows airlines to more effectively differentiate their brand and increase the revenue they earn per seat sold, by giving them control over how their products appear on travel agents' screens.

During the event, Travelport's team demonstrated how agents can access these branded fares and ancillaries through its intuitive agency point of sale solution. 'Travelport Smartpoint' features graphics, comparison shopping, descriptions and maps that significantly improves an agent's efficiency and gives them more opportunities to focus on upselling fares, ancillaries or "optional extras", such as bags, meals or lounge passes.

After the event, Balazs Biro, Travelport's Country Manager for Hungary, said: "Travelport is leading the industry when it comes to its airline merchandising technology, which is available to all of our customers who use Travelport Smartpoint or Travelport's Universal API. We're very proud that this unique technology which is redefining travel commerce is also the most innovative tool to sell ancillary services in the industry."