

Travelport wraps up successful Asia-Pacific customer conference

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Record-breaking turnout with 360 attendees from 23 countries - Christchurch International Airport partners with Travelport to grow departure traffic.

Travelport recently hosted its annual Asia-Pacific customer conference – Travelport LIVE 2016 – at Studio City in Macau. The event saw a record-breaking turnout with 360 attendees from 23 countries across all sectors of the travel industry, including travel agencies, airlines, OTAs, TMCs, hotels, developers, and Travelport’s subsidiaries eNett, Locomote and MTT.

Themed around “Redefining Success”, 40 industry experts took the stage to discuss the key issues that are transforming the travel industry, from airline merchandising and corporate travel, to the growth in digital and mobile travel in the Asia-Pacific region. Keynote speaker Andrew Grant, CEO of Tirian, challenged delegates to break through self-imposed barriers to creativity to drive innovation and business grow

Speaking at the event, Mark Meehan, Managing Director, Asia-Pacific, Travelport, comments: “The Asia-Pacific region is the largest travel market in terms of total travel market gross bookings, projected at US\$406 billion in 2016[1]. We are well-placed for success in this region and the conference highlighted the exciting opportunities ahead.”

“Congratulations on another successful event. It was a world class program held in a great venue, and the networking time with industry colleagues was invaluable,” comments Wilfred Fan, Managing Director, North Asia, Agoda.

Since 2011, Travelport’s annual Asia-Pacific customer conference has grown to become one of the leading travel industry thought-leadership events in the region.

Christchurch International Airport signs up for Travelport Digital Media Solutions

During Travelport LIVE 2016, Christchurch International Airport has signed up to leverage Travelport's suite of Digital Media Solutions, delivered via Travelport's Travel Commerce Platform, to assist its airline partners when promoting new routes and additional capacity. During this campaign, tailored messaging will be delivered to targeted travel agencies to help promote Christchurch Airport as an efficient and convenient departure point to North Asia and the United Kingdom.

Commenting on this agreement, Gareth Williamson, Trade Development Manager, Christchurch International Airport, says, "We are delighted to be leveraging Travelport's extensive travel agency network to promote Christchurch International Airport as the leading hub for international travel from New Zealand's South Island. This is an important communication channel for us as travel agents have the ability to heavily impact traveller decisions."

Travelport's Digital Media Solutions consists of high-impact marketing tools including Travelport Sponsored Flights, Sign-On Messages, and Electronic Direct Mail, which help travel providers and organisations to increase revenue by maximising communications across Travelport's global network, delivering targeted sales and promotional messages that influence purchase decisions, before, during and after the point of sale.