

PRESS RELEASE

Travelport and Mastercard maximize customer insights to drive new partnership strategies for airlines

Sept 26th 2016: Travelport Passenger Insight helps airlines build smarter travel offers.

Travelport and Mastercard announced a new product offering to help airlines better understand their end travelers' spend behavior. The product, Travelport Passenger Insight powered by Mastercard, allows airlines to improve their partnership strategies and create better offers to encourage travel on their respective routes.

Travelport Passenger Insight, the latest innovation from Travelport's airline Business Intelligence team, analyzes how, where, and when travelers spend in key spend categories---such as hotels, car rental, restaurants and retail---while traveling in a particular destination or country.

"Travelport Passenger Insight, through its exposition of detailed passenger spend behavior, enables airlines to create more relevant partnership offers for their customers. With more pertinent offers, airlines can improve their ability to retain and increase market share," said Dan Westbrook, Travelport's vice president of Air Commerce Technology.

Travelport Passenger Insight uses aggregated transaction data to give airlines up-to-date traveler insights and information. Airlines can choose two levels of travel related spend detail. The result is customized analytics specific to the airline customers' profile and benchmarked against industry competitors.

This unique analysis of anonymized and aggregated spending data provides airlines with tailored insights into brand preferences and trends that can help attract and keep customers in key routes and markets.

"In today's digital world, customers have high expectations for personal experiences and a one size-fits-all solution just won't work," said Susan Grossman, executive vice president, retail and commerce vertical at Mastercard Advisors. "This solution will help airlines deepen relationships with their passengers through smarter, more targeted offers."

About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises is a leader in aviation, hospitality and travel related services, contributing to the growth of market through innovation and service leadership by building businesses and represent global brands that deliver quality and value.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India and Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. With an extended network over 500 cities having 20 dedicated offices and 14 REPs, InterGlobe Technology Quotient reaches out to over 12,500 agency terminals, has a nationalised service centre and 16 training centres with state-of-the-art infrastructure and facilities matching international standards.

For Further information please contact:

Taruna Soni | ITQ | +91 124 428 4800 | marketing@galileo.co.in