

PRESS RELEASE

Visit Finland utilises Travelport's travel commerce platform to boost Asian stopover traffic

Oct 20th 2016: - Travelport today announces a new marketing partnership with Visit Finland to promote its stopover programme targeting Asian travellers visiting Europe.

Under the first stage of the agreement, Visit Finland will leverage Travelport's Digital Media Solutions to promote Finland a key stopover destination through an integrated digital media campaign. As part of this awareness campaign, Visit Finland and Travelport will also be hosting an online competition by inviting travel agents to share how they can better promote Finland as a stopover destination to their friends or clients. Winner of the competition will win two round trip tickets and experience Finland's stopover offering.

Kaisa Kosonen, Program Manager, Stopover Finland by Visit Finland, commented: "We are delighted to partner with Travelport to capitalise on their innovative technology and global reach. There is huge potential for Finland to attract more stopover visitors from Asian, we are excited to be promoting the vibrancy and stunning beauty of Finland to Travelport's network."

Anna Au-Yeung, Global Head of Destination Marketing, Travelport, further added: "We have a highly tailored programme in place for Visit Finland's stopover campaign which I am confident will generate more awareness and growth."

Travelport's Digital Media Solutions is one of the core elements of Travelport's Beyond Air initiatives, consisting of payments, hospitality, advertising and mobile commerce. High-impact marketing tools including Travelport Headlines, Sign-On Messages, and Electronic Direct Mail, 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.

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.

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