



## Transavia.com Signs Up For The Travelport Merchandising Platform

Langley, UK and Amsterdam, The Netherlands

Sep 17, 2013

Travelport, and transavia.com, a fast growing, European low cost carrier based in the Netherlands and France, today jointly announce a new distribution deal that will see transavia.com become the next low cost carrier participant in the aggregated shopping component of Travelport's merchandising platform that was launched in April this year.

transavia.com operates low cost charter and scheduled flights to over 140 destinations in Europe, the Middle East and Africa. The agreement will also see Travelport provide transavia.com customers with the ability to pre-book baggage via Travelport's ancillary services, ensuring a seamless booking process for our agencies.

Travelport Aggregated Shopping, an industry first, consolidates within the same screen, shopping results from traditional carriers who connect through ATPCO with those from low cost carriers and others who prefer to connect with Travelport via an API connection. The new technology negates the need to shop and compare across several screens and allows travel agents to book both types of carriers in the same booking flow. Simply put, Aggregated Shopping gives airlines the ability to distribute their content in the way they choose to, and for travel agents to be able to sell this through a consistent, efficient workflow.

Roy Scheerder, Chief Commercial Officer for transavia.com, commented: "Signing up for Travelport's aggregated shopping technology is an important step for us and I'm confident it will enable us to achieve our European growth ambitions. Quite simply, it makes booking our low fares much easier for travel agents as they'll be displayed alongside more traditional air content and the technology enables transavia.com to be bookable in the same process."

"I'm thrilled that transavia.com is extending its relationship with us and becoming a fully integrated player in Travelport Aggregated Shopping. Since launching our merchandising platform in April, we've been delighted by the strong interest it has attracted from the airline industry who have been impressed by the flexible approach we are adopting that allows them to distribute exactly how they chose to," added Robin Ranken, Travelport's Head of Airline Relationships for Europe.

Travelport Aggregated Shopping, which forms part of the ground-breaking Travelport Merchandising Platform, was unveiled last April with launch carrier easyJet who said they were impressed by the flexible approach Travelport was offering airlines. Since participating in the Aggregated Shopping platform, easyJet has stated that the technology has played a key role in boosting its bookings with business travelers.

Since then, Jet2.com, a leading leisure low cost carrier operating based in the UK, and Norwegian, the second largest airline in Scandinavia, have also become Aggregated Shopping participants.

The second solution offered by the Travelport Merchandising Platform – Travelport Ancillary Services – is also already live with a wide range of airlines, including Air France, Alitalia, Aegean, Air New Zealand and KLM. This component allows travel agents to sell airline ancillaries such as lounge passes, seats and bags, within their existing workflow rather than by booking on an airline website.

The final component offered by the merchandising platform – Travelport Rich Content and Branding – is scheduled to be launched over the coming months. Currently in development with several partner airlines, this solution will allow airlines to market and retail their products more effectively by controlling how their product is visually presented and described to travel agents.