

Travelport announces new multi-year distribution and merchandising agreement with Cathay Pacific and Dragonair

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, today announces the extension of its multi-year content agreement with Cathay Pacific and its subsidiary Dragonair, which also sees the airlines sign up for Travelport's industry leading merchandising solution known as Rich Content and Branding.

Rich Content and Branding enables airlines to market and retail their products more effectively by determining how their content is visually presented and described to travel agents. It is designed to allow airlines to use more sophisticated retailing techniques in order to drive sales of core fares as well as ancillary products and optional services such as seats with extra legroom.

Toby Smith, General Manager Sales and Distribution, Cathay Pacific said: "Cathay Pacific operates an extensive international network, while Dragonair concentrates on regional routes with unrivalled coverage of destinations in China. Both airlines see the benefit of communicating our value propositions in a clearer and more visual manner, helping to differentiate ourselves from our competitors within our market segments. Rich Content and Branding is a strategic tool that will help us achieve that objective. This solution also brings the distribution of our content towards the direction of IATA's New Distribution Capability (NDC) initiative."

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "We are delighted that Cathay Pacific and Dragonair has extended its long term partnership with Travelport and that Cathay Pacific is now live on Travelport Rich Content and Branding. More and more airlines around the world are turning to us for our industry leading technology in this space."

As part of this agreement, Cathay Pacific is also implementing Travelport Rapid Reprice – a solution that helps agents automate the time-consuming ticket re-pricing and re-issue process.