

## Ethiopian Airlines Signs New Distribution Agreement with Travelport that includes Rich Content & Branding Participation

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**Langley, UK, 30 August 2022**– [Ethiopian Airlines](#), the largest carrier in Africa, and [Travelport](#), a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide, have announced a new agreement. The renewed deal includes distribution on the Travelport+ platform and expands the ongoing travel retailing and distribution relationship between Travelport and Ethiopian, who was ranked the number one airline within the African continent by [Business Insider](#) earlier this year.

Once the airline makes content via NDC distribution available, both companies will work together to provide agents with access to NDC content and functionality from Ethiopian Airlines in the Travelport+ platform. As part of the agreement, Ethiopian Airlines will become a new participant in Travelport's Rich Content & Branding (RC&B) program. As a top 100 carrier booked through Travelport, the carrier is laying the foundation to ensure that Travelport-connected agencies can access the most robust, enriched Ethiopian Airlines' content following its current fleet expansion.

"As we are now investing in our ability to meet high demand for travel following the pandemic, it is crucial that we deepen our partnership with Travelport as they understand our need to efficiently deliver simplified access to our growing content," **said Lemma Yadecha, Chief Commercial Officer at Ethiopian Airlines**. "Travelport's enhanced multi-sourced content capabilities within the Travelport+ platform will help us to provide agents and their travelers with quick, easy access to highly relevant offers and more choices to fit their needs. Our expanded agreement with Travelport and Rich Content & Branding will further enable us to drive more value for our travelers through today's modern travel retailing environment," he added.

**David Gomes, Head of Regional Air Partners, EMEA at Travelport**, said: "Our renewed, expanded agreement with Ethiopian Airlines to include Travelport RC&B participation is a significant step in evolving and modernizing Ethiopian's retailing strategy. Travelport+ was built to manage multiple sources of content and effectively merchandize personalized and dynamic offers, which will greatly benefit the agency community and provide a better experience for Ethiopian's travellers as the airline pushes its NDC strategy forward."

### About Ethiopian Airlines

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy-five years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success. Ethiopian commands the lion's share of the Pan African passenger and cargo network operating the youngest and most modern fleet to more than 130 international passenger and cargo destinations across five continents. Ethiopian's fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Dash 8-400 double cabin with an average fleet age of seven years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft. Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Seven business units: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian ADD Hub Ground Services, Ethiopian Airports Services and Ethiopian Express Services (Domestic). Ethiopian is a multi-award-winning airline registering an average growth of 25% in the seven years prior to the COVID-19 pandemic. For additional information, please visit [www.ethiopianairlines.com](http://www.ethiopianairlines.com)

## **About InterGlobe Technology Quotient (ITQ)**

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, holds a leadership position in the travel technology industry with its avant-garde travel technology solutions. By offering unparalleled inventory options to travel agents, ITQ renders the process of travel booking and agency management, seamless. As the sole distributor of Travelport in India, Sri Lanka, Maldives and Bhutan, ITQ invigorates the connection between travel agents and airlines through a vast network of data.

With innovation fueling its operations since 2005, ITQ has been technologizing travel agents with inventory, interface and intelligence by being the neural system of travel agencies in India. Connected to nearly 200,000 agency terminals, ITQ serves over 13,000 customers, including travel management companies, online travel agencies and retail agencies, in almost 400 cities while providing unparalleled assistance through 24x7 helpdesk. For more information, visit: <https://itq.in/>

## **About Travelport**

Travelport is a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide. Buyers and sellers of travel are connected by the company's next generation marketplace, Travelport+, which simplifies how brands connect, upgrades how travel is sold, and enables modern digital retailing. Headquartered in the United Kingdom and operating in more than 180 countries around the world, Travelport is focused on driving innovation that simplifies the complex travel ecosystem.

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