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Travelport Strengthens APAC Travel Agency Customers with Greater Bay Airlines Integration

LANGLEY UK, August 22, 2024— [Travelport](#), a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide, today announced that agency customers can now access content from [Greater Bay Airlines](#) (GBA), Hong Kong's newest carrier, through the Travelport+ platform.

This new collaboration will support GBA's aggressive expansion plans as Travelport+ connects the Hong Kong-based carrier to Travelport's global network of travel retailers. With this multi-year agreement, Travelport is providing agents the ability to easily search, compare, and book GBA's fares and ancillary services. The agreement also includes GBA's use of Travelport's rich content and branding merchandising solutions for ease of use and driving incremental sales.

"We have partnered with Travelport to support our growth strategy and connect with more travel retailers, so that we can make it easy for agents and travelers to shop and book with GBA," said **Stephen Loh, Chief Operating Officer at Greater Bay Airlines**. "We are impressed with Travelport's vision to enhance traveler experiences by modernizing the retailing process and making it easier for agencies to consume our dynamic content and sell our product offerings and ancillaries."

"We've enhanced the multi-source content that our agency customers can search, sell, and service in Travelport+ with this new partner agreement that will also support GBA in reaching more travel retailers and customers as GBA expands into additional markets," said **Damian Hickey, Global Head of Travel Partners at Travelport**. "Our ability to make it easy for agencies to access and compare multi-source content from brands like GBA alongside other carriers is essential to modern travel retailing, so that travelers know they are presented with the best options and book with confidence."

"As the official distributor of Travelport in India, Maldives, Sri Lanka and Bhutan, we are proud to see this significant partnership unfold. The integration of Greater Bay Airlines with Travelport+ enhances the offerings available to travel providers, ensuring they have access to a broader range of travel options. This collaboration exemplifies our commitment to delivering pioneering technology and comprehensive content that empower our partners to provide the best possible service to their customers", said **Anil Parashar, Executive Director at ITQ**.

GBA operates in seven destinations across the Asia-Pacific region, including Chinese Mainland, North and Southeast Asia.

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About ITQ

ITQ holds leadership position in travel technology industry with its avant-garde travel technology solutions. Bringing non-pareil inventory options to travel retailers' desktops and mobile phones, ITQ renders the process of travel booking and agency management, seamless. As sole distributor of Travelport in India, Sri Lanka, Maldives and Bhutan, ITQ invigorates the connection between travel retailers and airlines through a vast network of data. With innovation fueling its operations since 2005, ITQ has been technologizing travel retailers with inventory, interface and intelligence by being the neural system of travel retailers in India. Connected to 22,000+ agency terminals, serving 6,300+ customers including travel management companies, online travel retailers and retail agencies across 700+ cities offering unparalleled assistance through a 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 165 countries around the world, Travelport is focused on driving innovation that simplifies the complex travel ecosystem.

About Greater Bay Airlines

As a Hong Kong-based value carrier, [Greater Bay Airlines](#) (GBA) is committed to providing customers with a safe and comfortable, extraordinary and value-for-money travel experience through quality services and innovative ideas. GBA's network has been expanding fast since it commenced scheduled service in July 2022. The airline is currently operating flights between Hong Kong and a number of Asian destinations such as Bangkok, Taipei, Seoul, Tokyo, Osaka, Manila, Haikou, etc. For more information, please visit www.greaterbay-airlines.com.

For any media related queries, please contact:

Taruna Soni | Marketing@itq.in | T +91 124 428 4800



marketing@itq.in



+91 124 4284800



www.itq.in



6th Floor, Tower 5,
Candor Tech Space,
Tikri, Sector 48, Gurugram



@ITQIndia