Rich Content & Branding: More than 120 airlines now signed up to industry leading product

Travelport is celebrating the first anniversary of Travelport Rich Content and Branding, the industry leading solution that allows airlines to more effectively market and retail their offering to travel agencies around the world.

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In the past year, over 120 network airlines and low cost carriers have signed up to Rich Content and Branding including Lufthansa, SWISS, easyJet, Ryanair, Delta, United, Singapore Airlines, Air Canada, Air China and Kenya Airways. 90 airlines are now live in the system, ready for travel agencies to search, sell and book, with more airlines making their additional branded content available each week.

Travelport Rich Content and Branding enables airlines to fully display all of their fares, ancillaries and brand proposition, exactly as they would on their own websites, giving them the greatest control possible over how their products appear on travel agents' screens. It includes rich product descriptions and graphics, optional or ancillary products for sale, including fares families.

Since its launch last year, Travelport has continued to enhance Rich Content and Branding by adding powerful, new search functionality and increased opportunities for upselling by offering the 'next product/price point up', with a full comparison of associated attributes and ancillaries.

In addition, airlines can now better target their messages by customising and segmenting their offers and products to agents in order to achieve greater returns and the company constantly looking at new ways to enhance the merchandising opportunities available.

Derek Sharp, Travelport's Senior Vice President and Managing Director, Air Commerce, added, "With Rich Content and Branding, our airline customers are able to sell their products their way, in the intermediary channel, adding real value to their businesses. We have now achieved critical mass with the number of airlines who share our vision to offer travel agents and travellers visually-rich and interactive content and more and more airlines are signing up each week."

Anil Parashar, President & CEO, InterGlobe Technology

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Quotient commented on this milestone, "We have achieved this landmark of Travelport Rich Content and Branding which completed its first anniversary. Designed to empower selling and build an engaging brand experience for airlines, this solution has been truly appreciated by the airlines world over, due to its interactive and visually-rich content which is proving to be a very effective sales tool for travel agents."

Amadeus launches cutting-edge travel intelligence solution for airlines

Amadeus Schedule Recovery- solution is divided into three modules; Airport Resource Tracker, Schedule Manager and Schedule Optimiser.

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Amadeus announced the launch of a cutting-edge travel intelligence solution for airlines, Amadeus Schedule Recovery, which minimises disruptions to operations caused by external events such as bad weather or air traffic control congestion.

Amadeus Schedule Recovery serves as a recommendation engine, using data analytics to help quickly and efficiently identify the most critical issues, and act upon them.

This solution helps airlines make rapid choices such as whether to delay or cancel flights, swap aircraft, or reassign landing slots. Schedule Recovery reduces manual effort and improves the quality of decisions while closely controlling the strain on the airline operating costs and minimising the overall impact on passengers.

Schedule Recovery supports any airline where the size and organisational complexity of its operations, and the need to act quickly, makes it difficult for manual decision-making to take in the full operational and customer picture. It does not require an airline to use any other Amadeus solution, and can be integrated with any passenger service system.

Airport Resource Tracker, the first module, which is being launched at the moment, provides unique capabilities to airlines at a time when growing air traffic is placing ever-increasing demands on airports and airspace capacity. The module enables airlines to interact more efficiently with air traffic control so that the best possible use can be made of available airport arrival and departure slots.

Check-in facilities, airport gates and luggage belts are other examples of airport capacity constraints, where poor operations control decisions could result in disruption to the passenger experience. Airport Resource Tracker allows these to be factored into airline decision-making to ensure a smooth journey.

The solution, which uses real-time business intelligence and very rich visualisation, can be readily adapted to the unique priorities of each airline as well as to their changing business needs.