Travelport announces renewal of long-term Emirates partnership

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Travelport has announced the renewal of both its global full content and IT agreements with Emirates. The strengthened partnership will see Emirates offer Travelport connected agencies in 180 countries serving hundreds of millions of travellers around the world -continued access to all of Emirates' fares and inventory through the Travel Commerce Platform.

Furthermore, Travelport has signed an extension of its long-standing IT services agreement with Emirates. This agreement will see Travelport continue to provide Emirates with industry leading pricing, shopping and ticket rebooking technology, enabling Emirates to support advanced shopping and rebooking options within their internal sales channels including www. emirates.com.

On the distribution side, the new deal means Emirates will commence the initial rollout of

Travelport's airline merchandising solutions giving them the capability to directly promote their fare brands, ancillaries and associated upsell options for the first time to the global travel agent community. Joining approximately 170 airlines now live with Travelport's merchandising solution (Rich Content and Branding), Emirates will benefit from Travelport's ability to provide detailed product descriptions, including images and related ancillary options to travel agencies.

Derek Sharp, Senior Vice President and Managing Director, Air Commerce, Travelport, commented, "Emirates' choice to offer agents their branded fares content with detailed descriptions and imagery will enable agents to more effectively upsell Emirates' services providing an improved service to travellers and hopefully boosting Emirates' growth across the globe."

Sandeep Dwivedi, Chief Commercial Officer, InterGlobe Technology Quotient, said, " This contract will enable Travelport connected travel agents to select Emirates,

Sandeep Dwivedi
Chief Commercial Officer
ITQ

through our high end showcasing tool and merchandising platform. Emirates' reselection reiterates the value we are providing to the airlines through Rich Content and Branding."

Make My Trip launches new feature 'Instant Refunds'

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MakeMyTrip announced the launch of yet another industry first and customer centric feature-Instant Refunds. With this offering, the company will immediately process the refund and notify the customer about the same instantly after the booking is cancelled. The company has already started processing instant refunds on hotels and domestic flights and will be extending this to its other offerings shortly.

Refunds are one of the biggest pain areas for customers across industries. In the case of travel, it is even higher, as the average transaction size is significantly higher than any transactions across other e-Commerce platforms. On an average, it takes about three to four days to process refunds and till then customers keep speculating whether or not will they get their money back and whether it will be the correct amount or not.

With MakeMyTrip's new feature of Instant Refunds, as soon as the customer cancels his or her booking, the company processes the refund, and confirms the refund instantly. The customer is offered two refund options upon cancellation of the booking. For those who immediately need the refund amount they can opt to transfer the refund to their MakeMyTrip wallet, which will be processed and transferred instantly in the wallet for immediate use and for customers who are not looking at refunding the amount to their MakeMyTrip wallet, the refund will be processed instantly by the company and the amount will be reflected back in their bank accounts as per the bank's policy.

Yatra.com targets Tier II & III cities with 'Yatra Mini' App

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Yatra.com has recently launched a new mobile application, Yatra Mini, targeting value seeking travellers featuring bus, train and budget hotel bookings. The key feature of the app is that it is extremely lightweight at only approx. 4.5 MB and is fast loading even in poor network areas. The app is built to cater even to lower end android phones and is supported by Android 4 & above.

The other exciting feature is that it is a multi-lingual travel app in Hindi & English with more regional languages such as Tamil, Bangla, Gujarati, Punjabi, Urdu being added very soon to cater to the non-English audiences across the country.

Over the past few years, tier II and III cities have shown higher growth of online travel bookings driven by the rising penetration of smartphones and increased access to the internet. A large chunk of these travellers are travelling by bus and train and choosing budget hotels for their stays on these trips.

Yatra.com is targeting this customer with Yatra Mini that features only relevant product lines in a lightweight app that works well even in poor network a strong mix of elements that appeal to these customers who typically have limitations on memory space on their phones and are extremely focused on keeping their data usage to a minimum.

As per a recent report by Internet and Mobile Association of India (IAMAI), India has 402 million Internet users as of December 2015, thereby overtaking the US in total Internet users.