



PIA and Travelport Sign Full Content Agreement

New content deal to benefit Galileo and Worldspan users across Europe, Middle East and Africa

Dubai, United Arab Emirates and Karachi, Pakistan
Dec 3, 2012

Travelport, the business services provider to the global travel industry, has announced that it has reached a breakthrough Full Content Agreement with Pakistan's national carrier, Pakistan International Airlines (PIA).

The new multi-year deal is applicable to all Galileo and Worldspan subscribers across Europe, Middle East and Africa (EMEA) and ensures that Galileo and Worldspan-connected travel agents in the region have access to the airline's full range of published fares, web fares and inventory.

Commenting on the new deal, Mr. Mamoon Rashid, Director Corporate Services, PIA, said that the new Full Content Agreement with Travelport was fulfilling a long standing demand from the travel industry.

"Our accessibility will be significantly enhanced," said Rashid. "Our new relationship with Travelport provides us with the opportunity to grow our business and Travelport's reach and depth of coverage will make it easier for travel agents to access PIA."

"This is an incredibly important agreement for our travel agency customers," explained Will Owen Hughes, Senior Airline Director, Middle East and Africa, Travelport. "PIA is a strategic airline that boasts a far-reaching network and strong loyalty amongst the Pakistani expatriate community, and as such is highly valued by travel agencies in the region and worldwide. We are committed to providing PIA with the most efficient distribution channel outside of Pakistan and look forward to a long-lasting partnership."