



Travelport strikes deal with Virgin Atlantic Flightstore

Smartpoint application key as Virgin Atlantic Flightstore upgrades its point of sale capabilities

Langley, UK

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Travelport, the business services provider to the global travel industry, has announced it has renewed and extended its relationship in the UK to supply GDS and technology services to Virgin Atlantic Flightstore.

The 3 year deal will see Virgin deploying Travelport's latest point of sale tools, including its Smartpoint application, which speeds up the reservation process with an overall 15% reduction in keystrokes and up to 72% for low fare searches.

Angela Easeman, Manager, Commercial and Sales at Virgin Atlantic Flightstore commented, 'Travelport is our chosen provider due to its wide range of travel content and the excellent efficiencies it delivers to our staff workflow.'

Simon Ferguson, Regional Director for Travelport UK & Ireland added, 'we are proud to be supporting Virgin Flightstore, and delighted that they are embracing our latest innovations.'

Travelport is already a technology provider to other parts of the Virgin Group, including Bales Worldwide, the Escorted Tours division of Virgin Holidays, and Virgin Atlantic.