



Travelport set to Inspire at Arabian Travel Market 2013

Dubai, United Arab Emirates

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Travelport, the leading provider of critical transaction processing solutions and data for the global travel industry, has announced its exciting agenda the 2013 edition of Arabian Travel Market.

Set under the umbrella of its new 'Inspire' brand campaign, Travelport will lead the technology debate at the event through a varied programme of cutting-edge technology showcases, an industry-shaping seminar programme, as well as several high profile announcements.

Taking place from 6 May – 9 May, the major annual travel and tourism exhibition will once again serve as a platform for the global distribution system (GDS) provider to reinforce its position as the world's leading provider of informed travel choice.

As such, this year Travelport will use the highly popular exhibition as a platform to unveil the new and improved Travelport Rooms and More – its industry leading hotel booking engine. The new features of the upgraded accommodation portal include a fresh look and feel, improved functionality and a new user-friendly interface.

Another innovation that Travelport will be showcasing at its stand in Hall 1 is Travelport Merchandising Platform, which was launched in the lead-up to the exhibition and is already changing the future of airline distribution.

Visitors can also expect to be Inspired by interactive showcases of Travelport's industry leading agency solutions including Travelport Smartpoint App, Travelport's powerful point of sale solution, and Travelport Mobile Agent, the Travelport app for agents on-the-go. Tablet technology will be available at Travelport stand, allowing visitors to try and test the products themselves.



Following the widely reported findings of recent Travelport co-sponsored PhoCusWright study on the growth of online travel, Travelport will also give centre stage at ATM to online travel with solutions such as Travelport Universal API, the leading edge technology that enables online and traditional travel agencies to streamline the booking process. The research showed that the online travel market in the Middle East is expected to reach \$15.8b by 2014.

Innovation in travel technology and online opportunities will form the basis of Travelport's industry-shaping seminar programme, which will be held at the Travelport stand throughout the exhibition. Travelport experts will also participate in technology-focused panel sessions at Google Technology Theatre: 'Harnessing the power of travel industry eLearning to drive growth and expertise' on 6 May at 16:35pm, and 'Tech Showcase – Back by popular demand. Using the GDS to make Big Bucks' on 9 May at 13.30pm.

"With our exciting and information-packed agenda, Travelport will lead the technology debate at this year's ATM," commented Rabih Saab, President and Managing Director, Middle East and Africa, Travelport. "Every year, ATM gives us a wonderful opportunity to engage with the travel industry, and this year we have a range of new technologies to showcase to the trade – all created to drive growth and long-term success in the travel and tourism sector. I therefore personally invite everyone to visit Travelport stand this year to find out the latest trends and solutions available in the travel technology sector."