



Travelport and Alitalia complete merchandising deployment
Italian carrier distributing bags, lounge access and insurance to Travelport-connected agents

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Travelport, a leading provider of critical transaction processing solutions and data for the global travel industry, and Alitalia, Compagnia Aerea Italiana, today announce the completed rollout of ancillary services to Travelport-connected agencies in Italy.

The content, which includes the distribution of bags, lounge access and insurance, will be fulfilled seamlessly through an electronic miscellaneous document (EMD). It forms part of Travelport's strategy to enable airlines to sell their products in an efficient and integrated way through travel agents.

"Our travellers expect us to offer the full Alitalia product in a quick and efficient manner," said Alfredo Pezzani, General Director of Cisalpina Tours, the leading Italian Travel Management Company, member and founder of RADIUS - Global Travel Solutions. "Adding this content to Travelport has enabled us to meet that need and provide the best possible experience."

"The sale of ancillary services is an important part of our growth strategy" commented Aldo Ponticelli, Alitalia Distribution Vice President. "Our merchandising partnership with Travelport completes the Italian trade channel coverage for the distribution of our full offering to the travelling public, with particular focus on business travellers."

"Completing this rollout with Alitalia delivers increased choice to both agents and travellers," added Robin Ranken, Head of Airline Relationships for Europe at Travelport. "We are delighted to have worked successfully with Alitalia to enable them to sell their products more intelligently and grow their revenues through Travelport-connected agents."

Over the past 16 months, Travelport and Alitalia have successfully integrated ancillary services seamlessly into agency points of sale in many other countries worldwide.