

euroAtlantic airways signs Travelport Rich Content and Branding agreement

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has announced that euroAtlantic airways has signed up to the industry-leading Travelport Rich Content and Branding solution. Rich Content and Branding enables airlines to market and retail their offering more visually and effectively to travel agencies globally.

This is a multi-year agreement with euroAtlantic airways which is a Portuguese international carrier specialising in leasing, air charter and regular flights and is headquartered in Sintra, Portugal. euroAtlantic airways operates in the most diverse routes in Europe, the North Atlantic as well as in the US and Canada, the Caribbean, Central and South Americas, Africa, Middle East, Pacific, Australia and Oceania.

Travelport recently announced the one year anniversary of Rich Content and Branding and in the past year over 120 network airlines and low cost carriers have signed up. A total of 100 airlines are now live in the system available for travel agencies to search, sell and book.

Tomaz Metello, euroAtlantic airways CEO commented: “We are pleased to be connecting to Travelport’s Travel Commerce Platform as we believe that the unique merchandising capabilities on offer will help travel agents further promote our products to the end traveler. Travelport’s technology is highly regarded within the travel industry so we are looking forward to maximising the opportunity it provides.”

Antonio Loureiro, Managing Director for Portugal and Spain at Travelport, said: “Rich Content and Branding is our flagship product which adds real value as it enables airlines to market their products their way. We welcome euroAtlantic airways to Travelport Rich Content and Branding and we look forward to helping the carrier boost revenue and growth opportunities.”