

Travelport announces new agreement with Greek carrier Ellinair

Ellinair is the second Greek airline to sign up to Travelport Rich Content and Branding

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Ioannis Maroulas, I.T. Manager at Ellinair, said: “We welcome this new agreement with Travelport. By utilizing its Rich Content and Branding solution, we are able to more easily manage how our products are visually presented and described to our travel agency customers, allowing us to customize and tailor our offerings more effectively. We look forward to developing this new relationship with Travelport and seeing how the company’s merchandising solution will help drive revenue for Ellinair.”

Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, has today announced a new agreement with Greek carrier Ellinair. For the first time, Ellinair is now distributing its flights via Travelport’s Travel Commerce Platform.

Ellinair is also the second Greek airline to commit to the industry-leading airline merchandising solution, Travelport Rich Content and Branding. Ellinair joins a total of 100 airlines to sign up to Rich Content and Branding, including a number of the world’s biggest carriers such as United Airlines, Delta, British Airways, Iberia, Ryanair and easyJet. Additionally, Ellinair’s content has now gone live and this latest development means that the carrier joins almost 60 other airlines that are now available to search, sell and book on Travelport’s Travel Commerce Platform.

Travelport Rich Content and Branding enables airlines to market and retail their products more effectively and fully display their products and brand positioning to travel agencies. It includes richer product descriptions and graphics, optional or ancillary products for sale and encourages further upselling. Agents using the award-winning Travelport Smartpoint point of sale solution can access unrivalled airline content as well as comprehensive descriptions within their existing workflow, enabling them to speed up the booking process and increase revenue.

Ellinair is based at Macedonia International Airport in Thessaloniki city, Greece, and is part of the Greek holding company Mouzenidis Group, alongside a number of other businesses, including Mouzenidis Travel which is the leading tour operator in Greece.

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Robin Ranken, Travelport’s Head of Airline Services Europe, added: “We are very excited to welcome Ellinair to Travelport’s Travel Commerce Platform. This innovative merchandising tool provides travel agents with richer information, allowing them to improve efficiencies and customer service as well as increasing sales conversion rates.”