

100 airlines already signed up for Travelport's Rich Content and Branding merchandising technology

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Travelport (TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions to the global travel industry, today announced to delegates at the CAPA "Airline in Transition Aviation" annual event¹ that 100 airlines had already signed up to its industry-leading Travelport Rich Content and Branding merchandising solution.

Launched only months ago, the popular merchandising technology, which is integrated into the company's Travel Commerce Platform, including its Travelport Smartpoint agency point of sale, enables airlines to retail their products more effectively to the global travel trade. In essence, it allows airlines to control how their products are visually presented and described to agents, utilizing images and descriptions very similar to what airlines provide on their own web sites, in order to drive sales of core fares, as well as ancillaries, or "optional extras", such as bags, lounge passes or "next fare up."