

Macau Government Tourism Office partners with Travelport to boost traffic

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, today announces a new marketing partnership with the Macau Government Tourism Office (Macau Tourism) to help raise awareness of and increase traffic to Macau.

Under the agreement, Macau Tourism will leverage Digital Media Solutions delivered via Travelport's Travel Commerce Platform as part of a campaign to attract travellers from the Middle East and African regions. Tailored messaging will be delivered to targeted travel agency desktops to promote Macau as a must-see destination in Asia. As part of this campaign, there will also be an online competition for travel agents to help stimulate interest and increase knowledge of Macau.

Betty Fok, Head of Destination Marketing Department, Macau Government Tourism Office, says, "We are delighted to partner with Travelport to boost visitors from the Middle East and Africa – a new focus region for Macau. We look forward to capitalising on Travelport's extensive knowledge, technology and global reach to showcase Macau as an exciting, prosperous and vibrant destination."

Anna Au-Yeung, Global Head of Destination Marketing, Travelport, says, "Travelport's Digital Media Solutions have a strong track record of delivering successful marketing campaigns and we are confident that Macau Tourism will see fantastic results following this push."

Travelport's Digital Media Solutions is one of the core elements of Travelport's Beyond Air initiatives, consisting of payments, hospitality, advertising and mobile commerce. High-impact marketing tools including Travelport Headlines, Sign-On Messages, and Electronic Direct Mail, help travel providers and organisations to increase revenue by maximising communications across Travelport's global network, delivering targeted sales and promotional messages that influence purchase decisions, before, during and after the point of sale.