

Travelport Outlines How Technology Supports the Travel Industry's Growth in the Face of Sector Challenges

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With travel and tourism expected to support over 8% of the Middle East's total employment by 2025¹, travel technology leader leverages the Arabian Travel Market to demonstrate role of technology in driving industry's growth

Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry participating at the 2016 Arabian Travel Market next week will highlight how travel technology is driving the industry's growth and redefining how travel in the Middle East is searched, shared and booked across the industry's landscape; from travel agents to airlines to hotels to the Middle East's travelers on their mobiles phones (the second most mobile connected travelers worldwide²). Despite challenges facing the Middle East's travel and tourism sector such as currency volatilities against the US dollar and recession in Russia³, the industry is poised for more growth with online travel bookings forecast to reach \$35 billion and offline sales expected to reach \$63 billion by 2017⁴.

Travelport's MTT, the leader in mobile and digital transformation for the travel industry, is fundamental to its ATM participation in 2016, with a seminar taking place on Monday the 25th of April that will reveal current mobile trends amongst travelers in the Middle East and future mobile trends beyond 2016. Smartphone and tablet penetration in the Middle East is estimated to reach 600m devices by 2018⁵ and 90% cent of the Middle East business travelers claim that apps improve their travel experience.⁶ MTT helps airlines and travel agents worldwide to deliver compelling digital travel experiences enhancing the end traveller's journey. A second Travelport led seminar will introduce Travelport's cutting-edge "Incubation Labs" to the Middle East travel industry, which exist to get the best, most disruptive travel products into customers' hands faster. The four month travel startup accelerator program will encourage Middle East participants to apply to participate in the initiative and highlight the program's successes to date since its launch last year.

Speaking ahead of the event Rabih Saab, Travelport's President & Managing Director for Europe, Middle East, Africa and South Asia commented; "Our industry faces challenges, but prospects for the Middle East remain positive. We are delighted to showcase how Travelport technology is supporting the growth of the travel industry trends at ATM. For example, as airline offers get more complex and travellers seek more choice, personalization and flexibility to tailor their journeys according to their needs (i.e., travellers on a budget or who want to earn more miles, carry extra baggage or make last minute travel changes etc.),



Travelport Smartpoint and associated technologies are helping travel agents maximize their revenues and profitability with the capability to seamlessly integrate this type of unrivalled content into their travel agency screens. The latest airline ancillary revenue report estimates ancillary revenue will have hit more than \$59 billion last year, an increase of more than 18% than 2014's figure of \$36.7 billion.⁷

Visitors to Travelport stand TT1520 will have the chance to see Travelport's industry leading technology in action and in the spirit of business networking, can avail of the opportunity to have a professional photo head shot taken for their CVs or LinkedIn profiles at Travelport's professional photo.