



## PRESS RELEASE

## Three additional airlines in the Pacific region live with Travelport's air merchandising technology

Aug 4<sup>th</sup> 2016: Travelport, a leading Travel Commerce Platform, today announces three additional airlines are now live with Travelport's air merchandising technology – Air Tahiti Nui, a full-service carrier with an international route network of 6 destinations across the Pacific region; Fly Corporate, a Hahn Air Systems partner airline, operating flights from Brisbane to regional New South Wales; and Regional Express, Australia's largest independent regional airline operating 1,500 weekly flights to 58 destinations in Australia.

The three carriers now add to the growing list of airlines in the Pacific region leveraging Travelport Rich Content and Branding technology to enhance how their product and offerings are communicated to travel agents.

Travelport Rich Content and Branding allows airlines to more effectively display their range of products by displaying their branded fares and ancillaries on travel agents' screens, in line with how airlines sell on their own websites. This includes rich graphical imagery and detailed product descriptions, optional or ancillary products for sale and the "bundles" offered in each of their fare families. The latest enhancement of Rich Content and Branding now enables airlines to deliver tailored offerings to specific travel agencies in targeted geographic regions.

Speaking at the CAPA Australia Pacific Aviation Summit 2016 in Brisbane today, Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, comments: "We are delighted that Air Tahiti Nui, Fly Corporate and Regional Express are now leveraging Travelport's merchandising technology to enhance the travel agent's selling experience. We look forward to helping these carriers grow their brand across the globe."

Approximately 170 airlines are now live with Travelport Rich Content and Branding, including key carriers in the Pacific region such as Air New Zealand, Virgin Australia, Fiji Airways and Solomon Airlines. Travelport has recently launched 18 new languages on Rich Content and Branding, including Arabic, Bulgarian, Catalan, Chinese (simplified and traditional), French, German, Greek, Hebrew, Italian, Japanese, Korean, Portuguese, Russian and Spanish.

## About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises is a leader in aviation, hospitality and travel related services, contributing to the growth of market through innovation and service leadership by building businesses and represent global brands that deliver quality and value.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India and Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. With an extended network over 500 cities having 20 dedicated offices and 14 REPs, InterGlobe Technology Quotient reaches out to over 12,500 agency locations, has a nationalised service centre and 16 training centres with state-of-the-art infrastructure and facilities matching international standards.

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