

Air Namibia makes the most of Travelport's industry leading airline merchandising solution

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Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry has announced that Air Namibia has signed up to Travelport's industry-leading airline merchandising solution, Travelport Rich Content and Branding. Air Namibia is the flag carrier of Namibia with a fast growing network of regional and intercontinental destinations and currently offers convenient connections to 36 cities worldwide.

Air Namibia now joins approximately 160 network airlines and low cost carriers across the globe that are live with Travelport Rich Content and Branding. This innovative airline merchandising solution continues to go from strength to strength and sets Travelport apart from its peers in the distribution channel. The technology has redefined how airlines can manage the way their products are seen on travel agency screens, providing them with greater control over how their content is visually presented and enabling them to merchandise their branded fares and ancillaries to travel agents as they would on their own websites. In addition, airlines can tailor their offers by customizing them to travel agents for even greater return. With this agreement, Air Namibia's branded fares are also fully searchable and bookable via Travelport's user-friendly desktop, Travelport Smartpoint, which features graphics, comparison shopping, descriptions and maps, and Travelport Universal API (Application Programming Interface).

Paul Nakawa, Manager for Corporate Communications at Air Namibia, commented: "Our mission is to bring the world to Namibia and Namibia to the world which is proven by our continuous investment in a fast growing network of regional and intercontinental destinations. Signing up to Travelport's Rich Content and Branding is a strategic move to communicate our value propositions in a clearer and more visual manner to the travel agency community, which should contribute to Air Namibia becoming an even more competitive carrier in the region."

Will Owen-Hughes, Senior Director Air Commerce, Middle East and Africa, Travelport added: “We are delighted to offer Air Namibia access to the most innovative merchandising solution in the industry and to make this announcement following Travelport’ s annual Travel Agency workshop in the country in April. This agreement positions the airline on a successful route to drive engagement with the travel agency community and pursue its mission to become a profitable airline which contributes to the development of Namibia’s tourism industry.”