

## **Fiji Airways improves GDS displays with Travelport**

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*Airline goes live with Travelport Rich Content & Branding.*

Fiji Airways has become the latest Asia Pacific carrier to go live with Travelport's Rich Content and Branding – a solution that improves how airlines' products and services are displayed on GDS screens.

The solution will enable Fiji Airways to display all of its fares and ancillaries to Travelport-connected travel agents, with enhanced product descriptions and graphics. It also features screens that clearly display and compare what is included in a fare, allowing agents to up-sell.

Fiji Airways will also have the ability to make tailored or personalised offers to both individual travel agencies and corporations.

“Travel and tourism is the biggest industry in Fiji and is seeing continued growth in the Pacific. As the hub of the South Pacific, this presents an opportunity for Fiji Airways to project its brand and extend its reach to the growing numbers of inbound visitors into the region. Travelport's Rich Content and Branding complements our growth strategy very well,” stated Andrew Stanbury, Fiji Airways' executive general manager of sales & marketing.

Fiji Airways joins an extended list of more than 160 airlines worldwide that are now using Travelport Rich Content & Branding.