

Scandinavian Airlines (SAS) signs up to Travelport's industry-leading merchandising functionality

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, has announced that SAS has signed up for Travelport's industry-leading merchandising functionality, Rich Content and Branding. SAS is the flag carrier of Sweden, Norway and Denmark focusing on the frequent traveller to and from Scandinavia.

Travelport's Rich Content and Branding solution enables airlines to market and retail their full offering, in a highly visual manner, to connected-travel agencies. Recent enhancements to the industry-leading merchandising solution also allow airlines to communicate targeted messages and tailored offers to specific travel agents or markets, heightening its value as a marketing and revenue-generating tool for airline distribution. For the agent, this means they can more easily search and book the right fares and ancillaries for their customers as well as easily access relevant offers and marketing promotions.

The airline's branded fares and ancillaries, which include SAS paid meals and paid bags, are fully bookable via Travelport Smartpoint, the industry-leading point of sale technology for travel agencies as well as via Travelport's Universal API for online travel agencies, developers and corporate booking tools.

Tobias Jönsson, VP Revenue Management at SAS, said: "We are always looking for opportunities to improve the presentation of our offering and assist travel agencies in providing an enhanced service to the travelers. Additionally, we are pleased to offer more ancillary options to agencies worldwide and broaden our offering to meet customer needs even better."

Robin Ranken, Travelport's Head of Airline Services Europe, said: "We are delighted that SAS has recognised the importance of our Travel Commerce Platform, and the merchandising suite it offers. All travel agents booking SAS content via Travelport will now be able to search and book all relevant ancillary services easily and efficiently. We are also pleased that SAS has seen the value of our Rich Content and Branding solution, which is unrivalled in the industry - we now have over 140 airlines implemented meaning it really is making a difference to the agency booking experience."