

Travel Technology Leader's LIVE "Spotlight on Innovation" Roadshow kicks off in March across the Kingdom

March 09, 2016

The Kingdom's Travel industry professionals learn to leverage Travelport's industry redefining technology to thrive in times of change

Travelport, a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry is rolling out the Travelport LIVE "Spotlight on Innovation Roadshow" across the Kingdom of Saudi Arabia this week and next. The travel-agency focussed roadshow will take place in the cities of Jeddah, Riyadh and Dammam on March 9th, March 14th and March 15th respectively.

The roadshow features a series of interactive sessions which will showcase the solutions and technologies redefining the way travel is being searched, shared and booked by the Kingdom of Saudi Arabia's leading travel industry players. In each city, delegates will have a chance to discuss topics related to air, hospitality, corporate, mobile, customer support as well as learn how to full advantage of Travelport's innovation in booking technology to meet the needs of their customers and earn new revenues. The roadshow is expected to attract owners, managers and frontline travel consultants from travel agencies, airlines, hotels and car rentals, as well as corporate managers.

This year's roadshow will also pay attention to tools designed for online travel agencies, reflecting the findings from Travelport's co-sponsored study^[1] from 2015 which highlighted trends in Saudi Arabia on a growing volume of online travel bookings. Also responding to the needs of corporates, the Travelport team running the roadshow will also talk through the efficient solutions on offer to meet today's ever-connected business travellers' expectations.

During the event, delegates will also have a chance to explore the benefits of Travelport Smartpoint, the industry leading point of sale solution for travel agents. As airline offers get more complex and travellers want the ability to tailor their journeys according to their needs (for example, travellers on a budget or who

want to earn more miles, carry extra baggage or make last minute travel changes etc.), Travelport is 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.[2] Using Travelport Smartpoint and its branded fares and ancillaries capability, travel agents can compare the full range of airlines' fares and ancillaries at the availability, fare quote and fare shop stages of the booking process, providing a new level of product insight and information to better promote upsell opportunities to the customer. With well over 140 airlines now live and available in Travelport Smartpoint for travel consultants to search, sell and book, this powerful and ground breaking technology also enables airlines to differentiate the branded fare and ancillary information by route, aircraft type or cabin right the way down to the individual fare type, all of which can be tailored to an individual agency's location or indeed a specific corporation's travel needs.

Ibrahim ElMohandes, Country Manager for the Kingdom of Saudi Arabia, commented: "Travelport's unique value proposition is driven by unrivalled access to global travel content, including over 650,000 hotel properties as well as fares and ancillaries from over 400 airlines. The roadshow is designed to empower travel professionals to continue redefining travel commerce in Saudi Arabia through set of tailored tools that boost efficiency, revenue growth and customers' loyalty. We are proud to see Travelport's solutions meeting the needs of Saudi Arabia's travel buyers and we will continue to invite industry players to build Travelport's Travel Commerce Platform together."