

Bangkok Airways signs multi-year agreement with Travelport and utilises industry-leading merchandising technology

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Travelport (TVPT), a leading Travel Commerce Platform, and Bangkok Airways, have announced the extension of their multi-year content agreement. Under this agreement, Bangkok Airways has also chosen to leverage Travelport's industry-leading merchandising solution – Rich Content and Branding – to effectively communicate its brand and offerings to travel agents.

Rich Content and Branding is a ground-breaking technology which enable airlines to display and market their fares, ancillaries and brand proposition to travel agents as they would on their own websites. This provides airlines with greater control on how their content is visually presented. With rich product descriptions and graphics, the platform is designed to allow airlines to implement sophisticated retailing techniques that align with their product branding in order to drive sales of core fares, ancillary products and optional services such as seats with extra legroom. In addition, the latest enhancement of Rich Content and Branding now enable airlines to deliver tailored offerings to specific travel agencies in targeted geographic regions, by the agencies' IATA numbers, and/or by other identifiable attributes.

Bangkok Airways now joins more than 150 airlines across the globe that are now live with Travelport Rich Content and Branding.

Prote Setsuwan, Vice President – Marketing, Bangkok Airways said: “Travelport's Rich Content and Branding brings our brand to life through its rich merchandising capabilities. We are particularly excited about the new functionality of being able to send tailored messaging and special offers to specific agency groups, increasing the opportunity for agents to upsell and grow our business.”

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: “Bangkok Airways has been a valued partner of Travelport for many years, and we are delighted to offer Travelport's innovative merchandising solutions to drive their engagement with the travel agency community.”