

PRESS RELEASE

OTA starts selling airline ancillaries with Travelport

Nov 15th 2016: Fly365.com has become the first online travel agency (OTA) in the Asia Pacific region to implement Travelport's merchandising technology, Rich Content & Branding.

Under the new arrangement, the Australia-based OTA will be able to provide its customers with access to branded fares and ancillaries from more than 180 airlines. This will enable Fly365.com to offer a similar range of products and services to those sold via the airline's own website.

"We are pleased with Fly365.com's successful implementation of Travelport Rich Content and Branding, enabling them to provide customers with a much more enhanced comparing and shopping experience," said Mark Meehan, Travelport's managing director for Asia Pacific. "Airlines will also reap in the benefits of having their branded offering shown to travellers in such an intuitive manner, enabling upsell opportunities.

"This is a real first for any OTA in the Asia Pacific region and we look forward to working closely with Fly365.com as they continue to grow in Australia and beyond," he added.

Fly365.com's chief operating officer, Scott Mayne, said that his company had already been able to "increase our margins and sales since implementation".

Travelport Rich Content & Branding is already being utilised by several OTAs, including UK-based Skylord Travel and Russia's OneTwoTrip.

About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises is a leader in aviation, hospitality and travel related services, contributing to the growth of market through innovation and service leadership by building businesses and represent global brands that deliver quality and value.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India and Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. With an extended network over 500 cities having 20 dedicated offices and 14 REPs, InterGlobe Technology Quotient reaches out to over 12,500 agency terminals, has a nationalised service centre and 16 training centres with state-of-the-art infrastructure and facilities matching international standards.

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