

Kenya Airways Signs Up for Travelport's Rich Content and Branding

As the aviation industry's leaders and decision makers from across the region convene in Nairobi for the International Air Transport Association's (IATA) Aviation Day Africa & Middle East, Kenya Airways joins over 100 airlines to sign up for Travelport's Rich Content and Branding merchandising solution

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry, and Kenya Airways, the national airline of Kenya, today jointly announce a new merchandising agreement which will see Kenya Airways participate in Travelport's Rich Content & Branding program.

The announcement coincides with the prestigious IATA aviation summit, "Connecting Africa - The linkage of Regulation, Capacity and Infrastructure", taking place in Nairobi on June 23rd and 24th, where Travelport and Kenya Airways are both active participants. Travelport and Kenya Airways' current partnership sees Travelport-connected agents worldwide with access to effectively search, compare and book Kenya Airways fares and offering via Travelport's industry-leading Travel Commerce Platform. Now, Kenya Airways has also signed up to participate in Travelport Rich Content and Branding – one of the key components of Travelport's suite of innovative merchandising solutions for airlines.

Rich Content and Branding enables airlines to market and retail their offering more effectively by controlling how their products are visually presented and described on travel agent screens, and is now available through the latest version of the Travelport Smartpoint agency desktop. It will also allow Kenya Airways to compete more effectively in the GDS, providing the ability to upsell and ultimately satisfying the demands of the consumer. Over hundred airlines have already signed up to participate in Rich Content and Branding since its launch in 2014, including South African Airways, Comair, Kulula, Etihad, Gulf Air, and British Airways.

Wanjiku Mugo, Corporate Communications Manager, Kenya Airways, commented: "As Kenya Airways continues to contribute to the sustainable development of Africa and deliver operational excellence, we are happy to expand our partnership with Travelport by adopting this new technology which will further our ability to differentiate Kenya Airways' unique products and services."

Will Owen-Hughes, Senior Director Middle East & Africa, Air Commerce, Travelport, added: “As the region’s aviation industry gathers in Kenya, I am pleased to grow our partnership with Kenya Airways. The summit will provide an invaluable platform to discuss the aviation industry and it’s extremely positive that Kenya Airways recognizes Travelport as a valued technology partner within their growth strategy, and how our newest technology solutions can support their business goals. We will continue to work closely with Kenya Airways in the effective delivery of their content to Travelport’s global network of over 67,000 travel agencies worldwide.”