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Travelport's rebranding retains essence and refines vision

After its rebranding, the travel retail platform will soon be launching its next-generation platform, which the company's CEO says will change the game in travel retailing

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Worldwide travel retail platform, **Travelport**, has launched a bold and **distinct new visual identity**, which has been created as part of the company's first ever end-to-end rebrand.

“Travelport has transformed,” said Greg Webb, Chief Executive Officer. “We are now fully focused on what we do best – connecting buyers and sellers that share our passion for delivering exceptional travel experiences. We are also embracing our strengths – our agility, our independence and our ability to make the bold long-term decisions needed to simplify travel’s complex ecosystem. Our new brand reflects all this – who we’ve become, through our investments in the right people, products and **technology** and our vision for the future, as we get ready for a year of significant advances for Travelport. We’re proud to show it to the world today and are looking forward to following it up very soon with the launch of our next-generation platform, which will change the game in travel retailing.”

Travelport’s rebrand was overseen by Greg Webb and Chief Marketing Officer, **Jen Catto**, who joined the company in September 2020. “This is a holistic rebrand”, said Catto,

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“great, we’ve refined our vision, what we stand for, how we act, how we look and how we market our business. Most importantly, this is a new promise we’re making to our customers; we’ll work harder for you than anyone else to build a better, simpler and smarter future for travel retailing.”

Sandeep Dwivedi, Chief Operating Officer, InterGlobe [Technology](#) Quotient, added about the rebranding, “To bring a refreshing change in today’s testing times shows the extent Travelport is willing to go to empower travel enablers and add thrust to the travel ecosystem. Indeed, this is just the beginning of the bright future that awaits, in terms of futuristic technology, products and services that enhance travel trade and retailing at large.”

Travelport’s new visual identity can already be seen on its website and social media channels, which now include Instagram. The full rebrand of all assets, including products and office spaces, will be completed in the coming months.

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