

Delta Air Lines Signs Transformative Agreement With Travelport



Delta Air Lines and Travelport announced today a transformative global distribution agreement, designed to further enhance value-generation for the entire travel retailing ecosystem, including travel management companies, agencies, corporations, and travelers.

The customer experience and value-based, multi-year content distribution agreement gives Travelport-connected travel buyers simplified access to Delta's enriched content through the Travelport+ platform with enhanced retailing capability to better understand, compare and customize offers for travelers.

"Our transformative new agreement with Travelport is another big step in elevating retailing in the indirect channel ecosystem for the benefit of all customers and stakeholders," said Jeff Lobl, Managing Director of Global Distribution for Delta Air Lines.

"In addition to the value-based commercial model, we thank Travelport for their partnership and commitment to continually enhancing their agency workspace. This ensures customers have easier access to all products, whether they are a corporate traveler shopping within travel policy or a leisure traveler finding the right itinerary for their holiday."

"This new agreement emphasizes the shared commitment of both Travelport and Delta to improve the way airline products are retailed and make it easier for agents to help travelers choose offers that deliver the most value to them," said Jason Clarke, Chief Commercial Officer, Travel Partners at Travelport. "We look forward to continually evolving and delivering the tools that Delta and all of our travel partners need to effectively reach and engage the entire spectrum of buyers."

Delta's omni-channel, customer-centric approach invests across all channels to provide consumers with an elevated shopping experience within their preferred channel. This emerging approach to retail transformation will create value for all stakeholders in the ecosystem by enhancing traveler experiences and expanding customer choice.

"Today's announcement is another innovative milestone for Delta and the industry, as we continue to strengthen our partnerships for the benefit of our customers," said Lobl.

Sandeep Dwivedi, Chief Operating Officer at InterGlobe Technology Quotient said, "Futuristic and customer-centric is the way to go in this new decade. With this multi-year content distribution agreement, both Travelport and Delta Air Lines are taking that route by focusing



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on long-term value generation for travel agencies and the end-consumer, the traveler. This agreement will certainly elevate the way how travel products are traded and consumed."

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