

# Personalised offers

Travelport's new airline merchandising technology, Travelport Rich Content and Branding, is now empowering 150 airlines. Tailored offers are also now available on the new technology.

TT BUREAU

Travelport, a leading travel commerce platform, has touched a major milestone in relation to its airline merchandising technology. As of today, 150 airlines are now live with Travelport Rich Content and Branding. Travelport has added over 100 airlines since the start of 2015, demonstrating the value they see in Travelport's technology as an aide to drive additional revenues per seat and to detail the differentiated products and services they offer, which the traditional "green screen" GDS cannot do effectively. Building on this success, Travelport has recently also added the capa-

considerable margin. To reach 150 airlines enabled with Travelport Rich Content and Branding including Fares Families is a fantastic achievement."

On this special occasion **Sandeep Dwivedi**, Chief Commercial Officer, InterGlobe Technology Quotient, further added, "It is

indeed a pleasure to be witnessing such high growth momentum and acceptance of RCB. The growth in numbers is a result of the personalised services the travel corporations and agencies are able to offer through RCB. It also illustrates the preference of airlines to offer more flexible options and thereby deliver higher value in the industry."

## 1,500 attendees expected at Rendez-vous Canada 2016

Rendez-vous Canada (RVC), Canada's premier international business-to-business tourism marketplace, reunites more than 1,500 international tourism professionals. To be held from April 24-27, 2016, in Montréal, it will span over four days for a series of pre-scheduled face-to-face appointments to promote or discover the unique Canadian experiences.



**Sanjeet**  
India Representative  
Destination Canada

from 28 countries. Travel buyers check out innovative new Canadian tourism offerings, broker deals and close sales generating millions of dollars for Canadian businesses.

"It is our privilege to host over 23 Indian travel partners and media at RVC 2016. Time after time, Rendez-vous Canada has established itself as the prime showcase for Destination Canada," said **Sanjeet**, India Representative, Destination Canada.

reach out to the international markets by showcasing the country's latest and most authentic tourism products for buyers

RVC is designed to facilitate contacts and sales for Canadian tourism operators who want to



**Sandeep Dwivedi**  
Chief Commercial Officer  
InterGlobe Technology Quotient

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bility for airlines to make tailored or personalised offers to both individual travel agencies and/or the corporations that a Travel Management Company services. In the past few weeks, Travelport has announced that carriers such as British Airways, Iberia, SAS and JetBlue have all joined the roster of airlines around the globe using Rich Content and Branding including Fares Families. **Derek Sharp**, Travelport's Senior Vice President and Managing Director for Air Commerce, commented, "We're delighted to be celebrating such a major milestone in the evolution of Travelport's airline merchandising technology where we now lead the industry by a

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