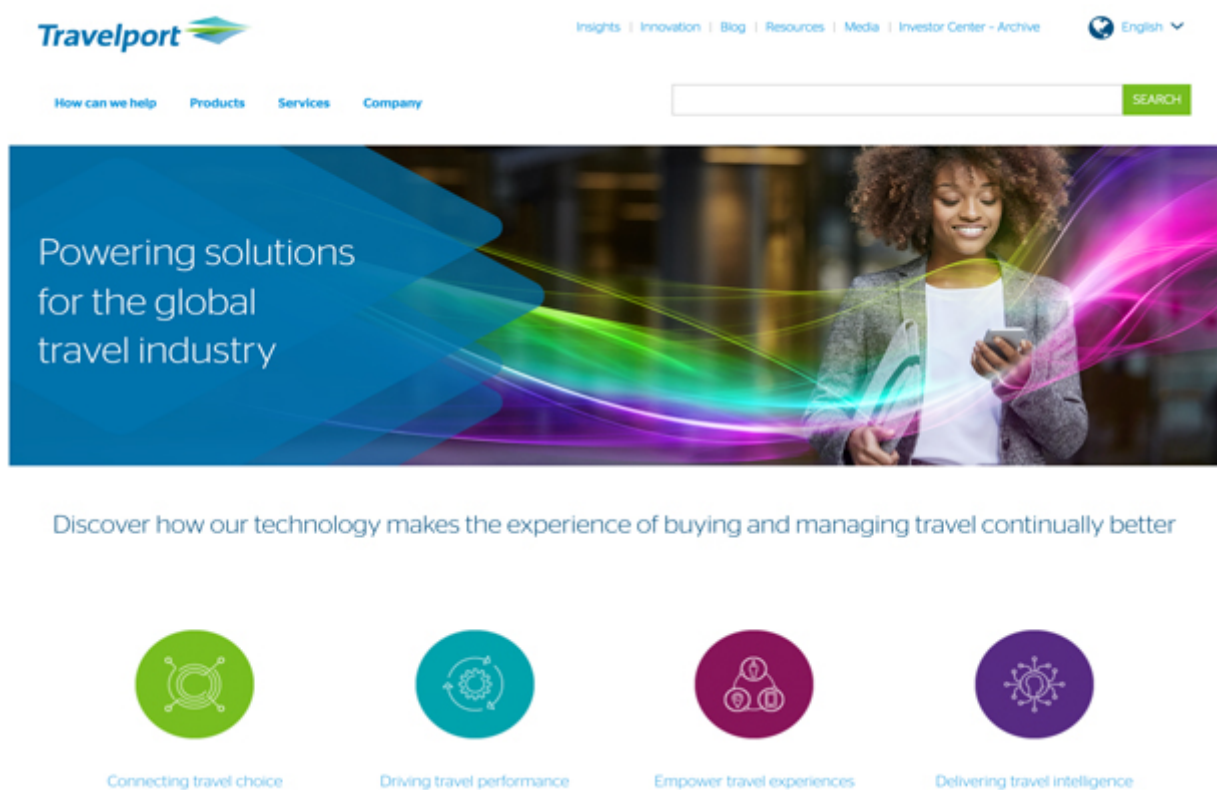


Travelport pushes out first phase of Next Generation Storefront

By TTG Asia (<https://www.ttgasia.com/author/ttgasia/>) / Posted on 1 August, 2019 9:50

Travelport is offering the first phase of the Next Generation Storefront (NGS) capability with multiple airlines and partners, including WhereTo, an online booking tool, and Travel Technology & Solutions, a global developer of innovative solutions for the travel and tourism industry.

NGS is an industry initiative to enable travel agencies to display airfares in a similar fashion as airlines showing their branded fares on their websites. Developed by industry body ATPCO, it aims to deliver a richer and more informed shopping experience for travellers. The “storefront” allows users to compare and choose between multiple branded fare offers and across different airlines’ flights – all on one screen.



Travelport offering first phase of Next Generation Storefront (NGS) which will enable travel agencies to display airfares

Complementing this, and powered by Travelport’s latest API, Trip Services, NGS will present airlines’ offerings by fare families and their ancillaries for easy comparison shopping. This will allow all Travelport’s partner travel agencies to display more flight options and information for travellers, so they can choose the offering that works best for their customers.

As the ATPCO standards continue to evolve, Travelport will facilitate exact comparisons across airlines’ full range of products, whether for online agencies, corporate booking tools or Travelport’s own travel agency desktop solution, Smartpoint.

The new displays will show different branded categories such as Basic Economy, Standard Economy and Economy Plus in a single display alongside one another, enabling users to select their preferred branded offer for each leg of their journey.

For example, travellers can book a business class ticket to their destination and an economy class seat for their return, with airport lounge access during a long layover. NGS will provide more flexibility, transparency and clarity to the user and let customers compare fare prices across different airlines and choose their preferred way of travelling.

With the ability to provide more options to travellers, including ancillaries like upgrades, baggage and Wi-Fi access, agencies can more easily support airlines' retail sales while providing a better shopping experience for travellers.

Stephen Shurrock, Travelport's CCO, said: "Whether through Rich Content and Branding, NDC or NGS, Travelport is committed to providing the broadest range of content and will continue to lead change. NGS will be key in driving a shift from 'cheapest fare' to 'best value'. Displaying multiple options enhances consumer choice and gives airlines upsell opportunities, whilst providing measurable value to all partners."



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