

Travelport extends content retailing agreement to over 400 travel companies

Travelport has announced a new agreement that will take the number of airlines and travel agencies connected to its leading airline merchandising tool, Rich Content and Branding, to more than 400. The new deals will see the largest online travel agencies and search platforms in Russia and South Korea, including Kupibilet.ru and Naver, gain access to real-time information about branded fares and ancillaries from leading global airlines.



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Launched in 2014, Travelport Rich Content and Branding enables airlines to display branded fares and rich content more than 660 million times via online travel agents and corporate booking tools over the last twelve months.

A selection of travel partners will also receive access to Travelport's Branded Fares Data File – a tool for enabling richer branded fares to be presented in the initial search or shop screens within an online travel agency – before they are rolled out to other partners. Other deals include agreements with Croatia Airlines, Gulf Air, Ukraine International Airlines; as well as leading UK-based travel agency and travel management companies Clarity, SABS, Sky Lord Travel and Travelpack.

Jason Clarke, chief commercial officer—travel partners at Travelport said: "Today's global travellers demand as much information as possible about the travel options available to them. Our role is to get this content to our travel agency customers in the most visual and intuitive way possible to help our airline partners stand out from their competition. We're delighted to have reached another milestone since pioneering the concept of a richer travel booking experience and we are committed to continuing to lead change."