

PRESS RELEASE

A new way to shop: Travelport offers the first phase of Next-Generation-Storefront (NGS) capability with multiple airlines and industry partners

July 31, 2019: [Travelport](#), a leading travel commerce platform, announced today that it is actively working with multiple airlines and partners to offer Next Generation Storefront (NGS) capability. Industry partners working with Travelport to pioneer NGS development are [WhereTo](#), an online booking tool, and [Travel Technology & Solutions](#) (TTS), a global leading player in the development of innovative solutions for the travel and tourism industry.

NGS is an industry initiative to enable travel agencies to display airfares just like airlines show their branded fares on their own websites. Developed by industry body ATPCO, it aims to deliver a richer and more informed shopping experience for travelers. The “storefront” allows users to compare and choose between multiple branded fare offers and across different airlines' flights - all on one screen.

Travelport pioneered such innovation when it launched [Rich Content and Branding](#) in 2014. More than 270 airlines now benefit from this solution which provides travel agencies the brand and ancillary data they need to help travelers make informed decisions other than just the price. Travelport is in a leading position to provide travel agencies with information on ancillary products and other available options to deliver NGS.

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

Jeff Lobl, Managing Director Global Distribution Strategy at Delta Air Lines said, "GDSs have a critical role to play in the retail transformation of our industry, and Next Generation Storefront is central to that effort. We applaud Travelport's commitment to elevating the shopping experience for our customers."

Stephen Shurrock, Travelport's Chief Commercial Officer, commented, "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. So, we welcome the innovation NGS offers to the industry and are delighted to work with like-minded partners."

Sandeep Dwivedi, Chief Operating Officer at InterGlobe Technology Quotient (ITQ) commented, "ITQ through Travelport has always strived hard to provide the best travel technology solutions to the Indian customers. And, NGS is a great initiative that will further enhance the customer experience by offering them a wide choice of fares and ancillaries."

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About ITQ (itq.in)

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises is a large Indian conglomerate holding leadership positions in Aviation, Hospitality and Travel related services. Established in 1989 and headquartered in Gurugram, InterGlobe through its various businesses employs more than 22,000 professionals globally.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India, Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency.

With an extended network nearly 400 cities having 19 dedicated offices and 14 REPs, InterGlobe Technology Quotient reaches out to over 36,000 agency terminals, with two nationalised service centres and 16 training centres having state-of-the-art infrastructure and facilities matching international standards.

About Travelport (www.travelport.com)

Travelport (NYSE: TVPT) is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel marketplace.

Travelport has a leadership position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides critical IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, UK, has approximately 3,700 staff and is represented in 180 countries and territories.

Travelport Media Contacts:

Devika Goel
Senior Communications Manager, Travelport Americas
Tel: +44 (0)7720 409 374
Devika.goel@travelport.com
+1 (678) 818 9675

For Further information please contact:

Taruna Soni | ITQ | +91 124 428 4800 | marketing@itq.in

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  @ITQIndia
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Contact us:
marketing@itq.in

www.itq.in