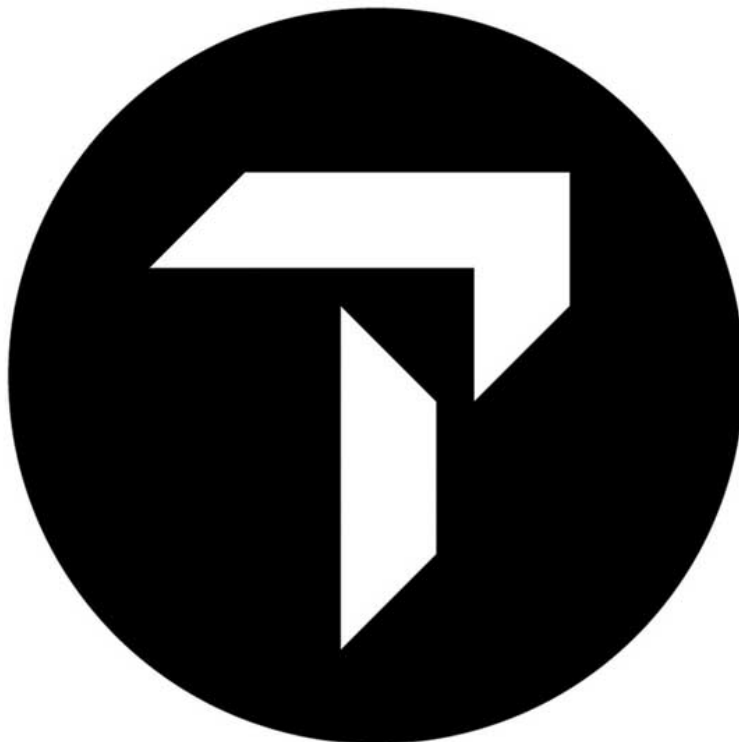


Travelport launches global accelerator to tackle retail challenges

A Monitor Report

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New York : Travelport is aiming to solve some of the biggest challenges in travel retailing. The new global accelerator programme in partnership with Amazon Web Services will start off by tackling digital marketing solutions that personalise targeted offers to customers using AI and machine learning.

For this first challenge, selected startups will be given the chance to receive up to USD 100,000 in AWS Activate credit, and applications are currently open.

This will not be the only challenge offered by Travelport. Travelport Accelerator will see tech startups and innovators looking to enter the travel space take aim at a series of different travel retailing challenges, such as data protection, hyper-personalization and customer acquisition. Once a challenge is set, companies with relevant products and technology are invited to apply.

For each challenge, a cohort of as many as 10 companies will be selected to proceed. Companies are judged by panels made up of top industry members, including American Express Global Business Travel, Priceline, Internova Travel Group, Direct Travel and Christopherson Business Travel. A group of three companies will move to the final round and will work to take on the challenge with Travelport and AWS.

The deadline to enter the first challenge, which will introduce cutting-edge digital marketing technology for travel companies, is midnight Pacific Daylight Time (PDT)

on September 22, 2021.