

US-Bangla selects Travelport as GDS partner for strategic expansion

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Dhaka : Travelport, a global technology company that powers travel bookings for hundreds of thousands of travel suppliers worldwide, and US Bangla Airlines, the largest private carrier of the country, announced on June 20 that they have reached a distribution agreement which will enable the airline to pursue retailing and technology innovation to support its growth plans.

Travelport is the first Global Distribution System (GDS) partner of US Bangla Airlines, and as part of the agreement, will provide agency customers access to the airline's New Distribution Capability (NDC) content via Travelport+, Travelport's next-generation travel retailing platform.

On the occasion, Mohammed Abdullah Al Mamun, Managing Director, US Bangla Airlines, said, "We have been extremely impressed with the collaborative spirit and flexibility demonstrated by Travelport. They understand our business needs and have been working tirelessly to meet our tight implementation timeframes. We are confident Travelport+ will provide US Bangla and agencies the highest quality air content retailing experience."

As market recovery in Bangladesh is reaching pre-pandemic levels, this new relationship solidifies the value of modern, indirect channel retailing for airlines and agencies alike. Travelport agencies will benefit from seamless access to US

Bangla content, further enabling them to provide the most valuable, relevant offers for their travellers.

Sue Carter, Head of Air Partners Asia Pacific, Travelport, said, "We are honoured and excited to be the first GDS partner of US Bangla Airlines and to be a part of the airline's ambitious growth plans. This strategic partnership will provide customers with more attractive and customised offers, such as continuous pricing and tailor-made bundles. As Travelport continues to establish ourselves as the industry leader in Asia Pacific, we look forward to delivering great value for US Bangla travelers and the agency community."

Daraz Mahmud, Chief Commercial Officer, Galileo Bangladesh Ltd, which is the Independent Official Partner for Travelport in Bangladesh and a subsidiary of MGH Group, said, "Travelport in Bangladesh, represented by MGH Group, is always at the forefront of introducing innovative technology and content to make customers lives easier and efficient by providing both new products and services. We are excited to inform our travel partners as the first GDS partner of US Bangla that we keep our promise to serve you by adding more value to your offerings to your clients."

This unprecedented partnership between one of the leading Global Distribution System (GDS) in Bangladesh and the largest private airline of the country will revolutionise the travel industry and take the airline years ahead of its time, said Travelport, adding, "Our team is looking forward to enabling our partners by providing the best air content retailing experience to get the best value from this partnership."