

Qatar Airways inks deal with Travelport

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Qatar Airways has signed a new distribution agreement with Travelport, which will underpin the airline's omni-channel, advanced retailing strategy.

The expanded agreement will include, for the first time, NDC content and advanced travel merchandizing solutions – delivered via the Travelport+ platform.

“We’re excited about the next chapter with Travelport supporting our growth ambitions,” said Thierry Antinori, Chief Commercial Officer at Qatar Airways. “As we look forward to the recovery in travel, we do not want to add additional obstacles such as surcharges, restrictions or inefficient technical solutions, as we deploy new NDC-based product offerings. Our aim is to provide a consistent shopping experience through all channels, to meet the expectations of our customers and promote the success of our travel trade partners.”

Qatar Airways Boeing 787-8 reg: A7-BCN. Picture by Steven Howard of TravelNewsAsia.com Click to enlarge. Qatar Airways Boeing 787-8 reg: A7-BCN. Picture by Steven Howard of TravelNewsAsia.com

By enabling agencies to shop and book dynamic and personalized offers, NDC will enable the airline to offer differentiated value propositions closely tailored to micro customer segments.

The contract now also includes the use of Travelport's Rich Content and Branding solution, technology which provides travel agents with graphically rich images and

descriptions on fares and ancillaries, equipping them to deliver an equally compelling brand experience, no matter the channel.

“As the world returns to travel, this is an opportune time to expand our decades-long relationship with Qatar Airways,” said Jason Clarke, Chief Commercial Officer, Travel Partners at Travelport. “We share a vision of modern digital travel retailing, and believe that this combination of NDC content, cutting-edge merchandizing technology, and advanced data intelligence – all made possible by our game-changing Travelport+ platform – will enable the agency sales channel to offer travelers the five-star service Qatar Airways is known for.”