

Travelport acquires Deem, increasing footprint in modern retailing, corporate travel

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Dhaka: Travelport, a global technology company powering travel bookings for millions of travel suppliers worldwide on March 10 announced the acquisition of Deem, a leading corporate travel management platform.

Since launching the company's next-generation marketplace, Travelport+, Travelport has continued its investment in innovation, with the acquisition of Deem being the latest example.

On the occasion, Greg Webb, CEO, Travelport, said, "The game-changing acquisition of Deem by Travelport will fulfill a growing, post-pandemic need for a tight, fully-integrated corporate tool that will provide access to all multi-source content, including NDC."

"We've been laser-focused on investing in technology innovation, and Travelport+ has simplified the agency workflow, upgraded how travel content is curated, and enabled modern travel retailing. Now with the

acquisition of Deem, Travelport will provide corporate travel with award-winning, complementary tools that are as revolutionary, modern, and easy-to-use as Travelport+,” he further added.

One of the leading provider of mobility solutions, Deem has long been recognised as the foremost modern technology for the corporate travel industry. Named one of Fast Company’s Most Innovative Companies of 2022, Deem has pioneered its suite of online booking and travel technology products for business travelers, travel managers, travel-management companies and suppliers, making the corporate travel experience more efficient for all.

David Grace, President, Deem, said, “We are proud of the growth and success Deem has achieved in recent years. The acquisition by Travelport will enable a strong future of global growth for Deem and help accelerate the delivery of travel management solutions in a rapidly evolving industry. We want to express our sincere appreciation to our customers, as well as recognise the hard work and dedication of our Deem team members.”

Travelport established itself as a leader in NDC by launching the industry’s first end-to-end solution for American Airlines’ NDC content. Travelport plans to build on its leadership position by implementing a swift technical integration to enable Deem’s access to NDC offers, products and services.

Access to this content is becoming critical for travel agencies, corporations, and travelers, particularly those in North America where airlines are beginning to shift some content exclusively to NDC. This acquisition will dramatically improve Deem’s speed to market, allowing it to seamlessly integrate multisource content, added the press release.

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