

Travelport+: next-generation platform for new era of travel

- A Monitor Desk Report

Date: 08 April, 2021



Dhaka: Worldwide leader in travel retail Travelport on April 7 launched its next-generation platform Travelport+. Travelport+ is the centerpiece of Travelport's new global strategy and is designed to accelerate industry innovation in multi-source content distribution, travel retailing, and value generation.

Travelport+ is an extensive, next-generation platform that creates a simplified, capability-rich, marketplace for travel retail. As travel distribution has evolved, retrofitting new types of distribution into existing platforms has led to increased complexity across the industry, slowing progress. Travelport+ is a multi-source platform offering more dynamic, differentiated, retail-ready content, delivering better choices for retailers and consumers, in a faster, frictionless way.

On the occasion, Greg Webb, Chief Executive Officer, Travelport, said, "As Travelport is the only dedicated, global, travel distribution platform, we have made a multi-year investment to accelerate industry innovation in travel retail. Bringing together the best of Travelport's existing capabilities and tools and driving innovation to deliver the unmet needs of our industry, Travelport+ truly changes the game in the speed of delivery of modern travel retail and offers a fundamental upgrade to travel technology."

Built as a single, next generation environment, including a modern, lightweight, highly functional lightweight microservices API, complete with NDC content; enhanced airline ticket exchange tools; a trip container to manage all aspects of the trip; and a sophisticated point of sale solution to address the needs of the professional travel agent, Travelport+ sets a new standard in the management of global travel content.

Travelport+ offers better retailing and merchandising capabilities which in turn leads to higher value trips. Through better efficiency, supported by Travelport's leading data and insights, Travelport+ will unlock the potential for better offers and more content for all parts of the travel industry.

Content+

Travelport+ will bring together the most compelling range of air (ATPCO, LCC, and NDC), car, hotel, and rail content. It will achieve this by simplifying how Travelport connects and delivers travel-relevant content, regardless of the source, the seller, and how it's consumed. It will also offer the tools to control new content in a way that optimizes revenue and provides a new approach to profile management where all components of a traveler's journey are able to be retrieved, modified, and combined in any manner possible, regardless of source.

Retail+

Travelport+ will include an ever-broadening array of new tools with merchandising (including cross-sell and up-sell) capabilities designed to improve the traveller experience while maximizing revenue and customer loyalty for travel retailers and suppliers. Merchandising capabilities will build on our existing configurable storefront for travel retailers that delivers personalized and dynamic offers to provide travelers with the best possible choice. Embedded intelligence will enable both travel retailers and suppliers to continually optimize their offers, as well as their pricing and merchandising strategies.

Value+

Travelport+ will enable customers to more tightly control their cost-to-serve and enhance their value generation through a series of best-in-class performance, efficiency, and automation tools. The platform will also improve the user experience for developers, propelling traveler self-service and reducing pain points with exchanges, refunds, and order management.

The rollout of Travelport+ has already begun with a number of agency and supplier partners taking part in the initial upgrade. Travelport+ will continue to be gradually rolled out globally, managed by a specialized customer support team.

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