



TRAVELPORT SIGNS MULTI-YEAR CONTENT DEAL WITH UTAIR AVIATION

News / Airlines



Travelport has signed a new multi-year, global full content agreement (FCA) with Russian airline, UTair Aviation. The largest hub of UTair Aviation is based in Vnukovo International Airport and the carrier operates 200 domestic and international flights daily to approximately 150 destinations, 65 of which are exclusive within the Russian aviation industry.

Under this agreement, UTair Aviation will now offer Travelport-connected agencies in over 180 countries, servicing hundreds of millions of consumers around the world, real-time access to its fares and inventory through the Travel Commerce Platform. This agreement will see the airline continue to utilise Travelport's industry-leading merchandising solution, Travelport Rich Content and Branding. UTair Aviation's fare families will appear on travel agency screens, on a fully integrated basis, in exactly the same way it displays fares and ancillaries on its own website so agents can better understand and promote the carrier's brand proposition to their customers.

Natalia Dudka, Vice President, Head of Sales Department at UTair Aviation said: "Travelport has

launched some genuinely innovative technology that is having a real impact on the travel industry. We are looking forward to seeing how its latest merchandizing solution can enhance our business, help travel agents promote our services to travellers, and ultimately grow our sales.”

Robin Ranken, Travelport's Head of Airline Commerce, Europe commented: “We are pleased that UTair Aviation has recognised the value of our ground-breaking merchandising solution. We are looking forward to working with UTair Aviation to help grow its revenues.”



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