

 TRAVELPORT

COMMONWEALTH BUSINESS TRAVEL GROUP

Richmond Meeting (9/24 – 9/26)

September 25, 2024



IN
180+
COUNTRIES



6 BILLION
ITINERARIES A DAY

1 TRILLION
A YEAR



Safari

File

Edit

View

History

Bookmarks

Window

Help



amazon

Deliver to
Australia

All ▾

☰ All

Today's Deals

Customer Service

Registry

Gift Cards

Sell

Shipping

Visit am

to shop for







**FAST
FORWARD**

THE RIGHT CHOICES



MODERN RETAILING DRIVES GROWTH

45% OF TRAVELERS

want to buy everything from one retailer.



MODERN RETAILING TOOLS

MORE SALES. MORE LIFELONG CUSTOMERS.

- No more confused and frustrated travelers
- Drive more sales and increase customer retention
- Meet modern customer expectations



STAND OUT FROM THE CROWD

- Retail how you want to
- Better manage revenues with more control of your margins
- Drive more repeat business



EASIER OPERATIONS

MAKE MORE, WITH EASE

- Make your business run more smoothly
- Reduce operating costs
- Increasing your profit



EASIER OPERATIONS

EMPOWERED AGENTS = HAPPY CUSTOMERS

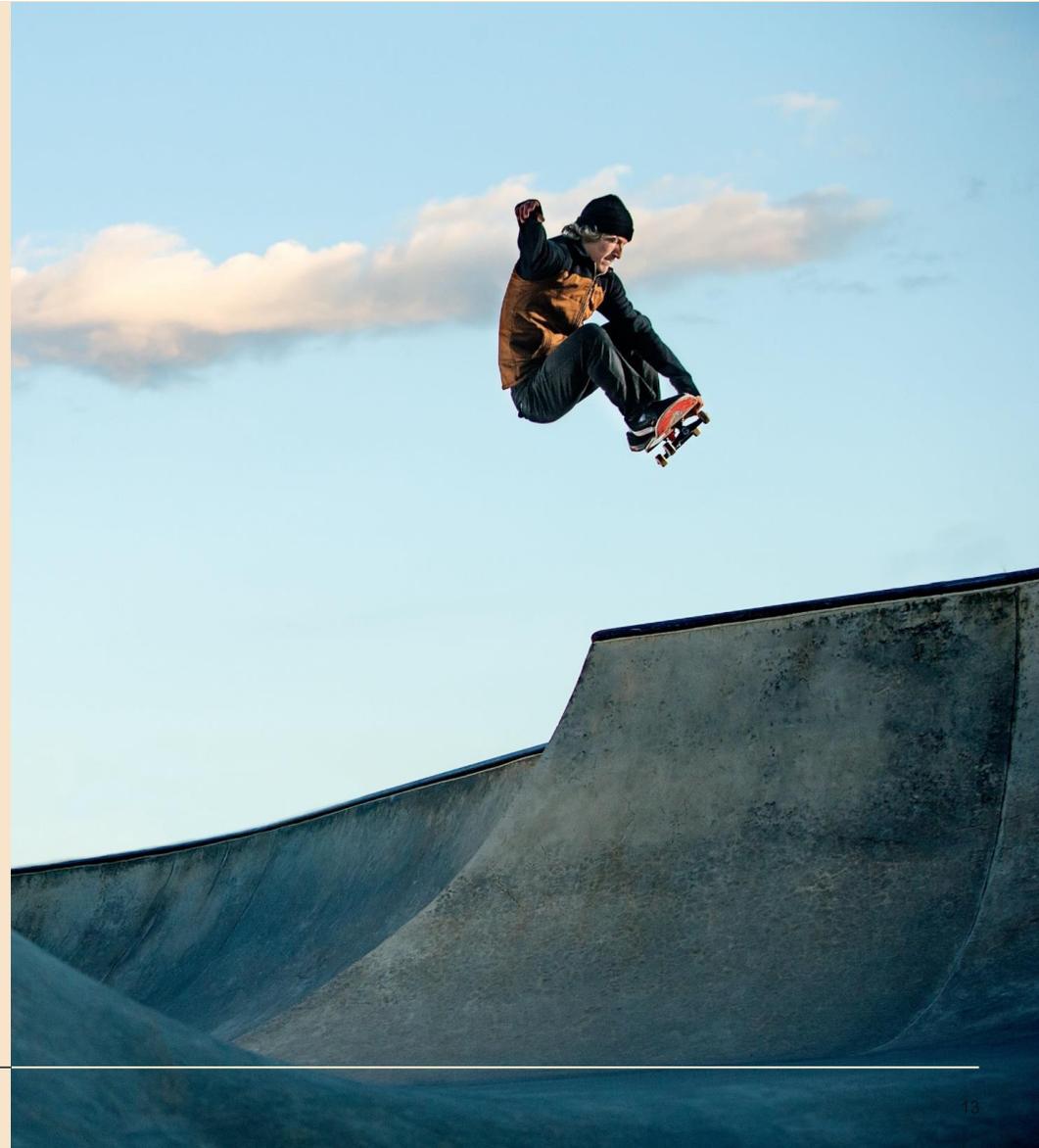
- Say goodbye to clunky processes and reduce time spent on manual tasks.
- Real-time customer updates and self-service tools that reduce inbound queries.



EASIER OPERATIONS

SMOOTHER OPERATIONS

- A smoother post-booking experience for your customers, and your Agents.
- Exchange and refunds capabilities mean no hassle.
- All the right tools to service your customers, quickly, in their time of need.



**AND OF COURSE,
CONTENT**



CONTENT

MORE CONTENT. LESS FRUSTRATION



CONTENT

EASIER TO CONSUME.

**EASIER TO
UNDERSTAND.**



MAXIMIZE YOUR REVENUES. SELL THE COMPLETE TRIP.

460 AIRLINES

15% more than Sabre

70 RAIL OPERATORS

Suppliers like Trainline, Access Rail, and Air-rail

18 AIRLINES LIVE WITH NDC

More to follow

CAR RENTAL

Brands including Hertz pre-paid rates

340 AIRLINES WITH BRANDED FARES

More than twice as many as Amadeus

2M BOOKABLE PROPERTIES

and special Consortia rates

150+ AIRLINE ANCILLARIES

Increasing the average ticket value by \$66.20



NDC

WE'RE DOING IT FOR AGENCIES

- Unlike other travel retailing platforms, we're not looking at NDC through a supply-side (i.e. airline) lens. At Travelport, we believe NDC should be **built for agencies**.
- We're providing **NDC content retail-ready**: Travelport+ gathers, tidies, and enhances the data for agencies.
- We deliver **end-to-end NDC solutions** where content can easily be searched and understood and relevant results returned, booked, and serviced.
- **Travelport partners with IATA** and other industry players to create common development standards and a unified approach to adoption.



COMMITTED TO DRIVING SUSTAINABILITY



TRAVALYST

We have joined the global sustainable travel coalition, Travalyst.



Travelport became the first GDS to join GBTA's sustainability program.



NDC AIRLINES IN FLIGHT

OUR NDC PORTFOLIO

AIRFRANCE 

brussels 
AIRLINES

QATAR 
AIRWAYS القطرية

American Airlines 

Emirates 

SAS 
Scandinavian Airlines

Air Dolomiti 

IBERIA 

SINGAPORE 
AIRLINES

Austrian 

KLM 

SWISS 

avianca 

Lufthansa 

UNITED 

BRITISH AIRWAYS 

QANTAS 

malaysia 
airlines

ROADMAP

AIR CANADA 

TAP TAP PORTUGAL 

CATHAY PACIFIC 

virgin atlantic 



MAKING NDC EASIER AND FASTER TO IMPLEMENT, CONSUME AND SERVICE

- We build NDC specifically for agencies
- Our content is retail-ready
- You can sell and service complete trips
- We are engaged with IATA and industry partners to align on common development standards
- Faster to roll out, and easier to service, via standard implementation guidelines.

MODERN RETAILING SOLUTIONS

YOUR CHANNELS:

SMARTPOINT

API SUITE

MODERN RETAILING THAT DRIVES GROWTH

CONTENT CURATION

NDC | MSC | ATPCO
RICH CONTENT & BRANDING
NORMALIZATION

RETAILING STOREFRONT

DRAWERS | SHELVES
ANCILLARIES
OFFERS

REVENUE OPTIMIZATION

AGENCY PRIVATE FARES
CONTENT OPTIMIZER

EASIER OPERATIONS

BUSINESS OPTIMIZATION

PRODUCTIVITY AUTOMATOR
QCC
GLOBALWARE
E-TRACKER

TRIP MANAGEMENT

ENHANCED EXCHANGES
TRIP MANAGER
TRIP CONTAINER
TRIP QUOTE



OPEN FOR RETAIL

TRAVELPORT SMARTPOINT



WHAT'S THE **VALUE** OF SMARTPOINT?

- 1** Turn sellers into retailers
- 2** Evolve service into care
- 3** Curated content fit for retail – an easier path for NDC
- 4** Tailor the best offer
- 5** A confident team sells more
- 6** Save more so you can do more

TURN SELLERS INTO RETAILERS



TURN SELLERS INTO RETAILERS

WITH SMARTPOINT

- Customized search & results
- Understand the offer and make informed decisions
- Better comparison criteria
- Easier to upsell and service trips

The screenshot displays the Smartpoint Cloud interface for flight searches. The left sidebar contains search filters for '1. London - Denver' and '2. Denver - London', including fields for From, To, Date, and Time. Below these are 'Itinerary Modifiers' for travelers (up to 9 total), with one 'ADT Adult' selected. Further down are sections for 'Airlines', 'Fare types', 'Private Fare Codes' (with Airline and Code dropdowns), 'Corporate Agreement Number', 'Membership Number', 'Abonnement Number', and 'Cabin Class'.

The main content area shows 'Flights' for 'LON → DEN' and 'DEN → LON' on '30 Mar' and '15 Apr'. It lists '56 flight options' sorted by price. The first option is SAS* for \$922.15 (SAS Go Smart) and \$1,828.95 (SAS Go Pro). Other options include British Airways, Delta, and KLM with various fare classes and prices.

On the right, there are two comparison cards for SAS Go Smart and SAS Go Pro, showing 'Carry-on bag' and 'Meal & beverages' for the SAS Go Smart option, and 'Refundable', 'Changeable', and 'Meal & beverages' for the SAS Go Pro option. A 'Price details' link is provided for each. Below these is a 'London - Denver' section with departure and arrival information for SAS Scandinavian Airlines (SK 1508) on Thursday, 30 Mar, departing from Heathrow (LHR) Terminal 2 at 20:30 and arriving at Copenhagen Arpt (CPH) Terminal 3 at 23:20. A note indicates a '13h 20m layover in Copenhagen, Denmark'.

At the bottom right, there is a 'No flights selected' message and a 'Cancel' button.



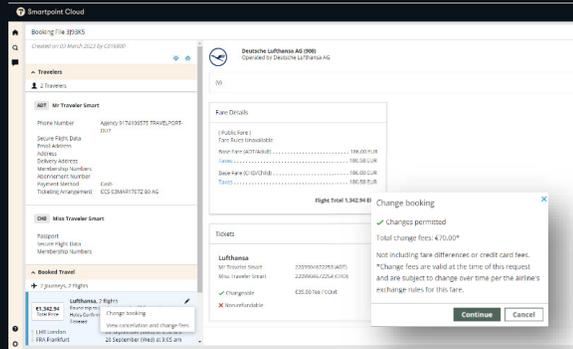
EVOLVE SERVICE INTO CARE



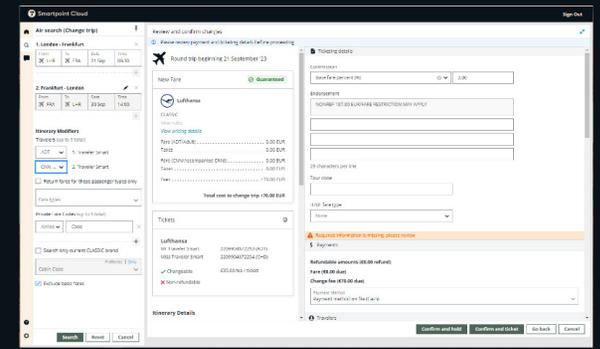
EVOLVE SERVICE INTO CARE

WITH SMARTPOINT

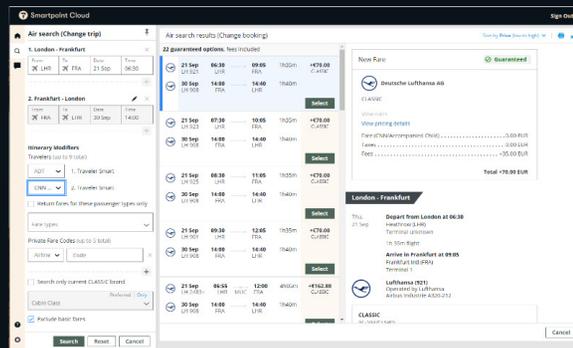
- Modern design
- Trip changes made easy
- New, improved workflow
- Removes guess work
- 70% faster processing



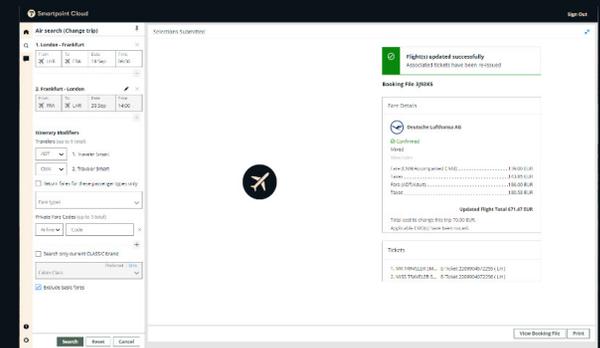
LAUNCH & ELIGIBILITY



RESPONSE PANEL



REVIEW AND CHECK



CONFIRM



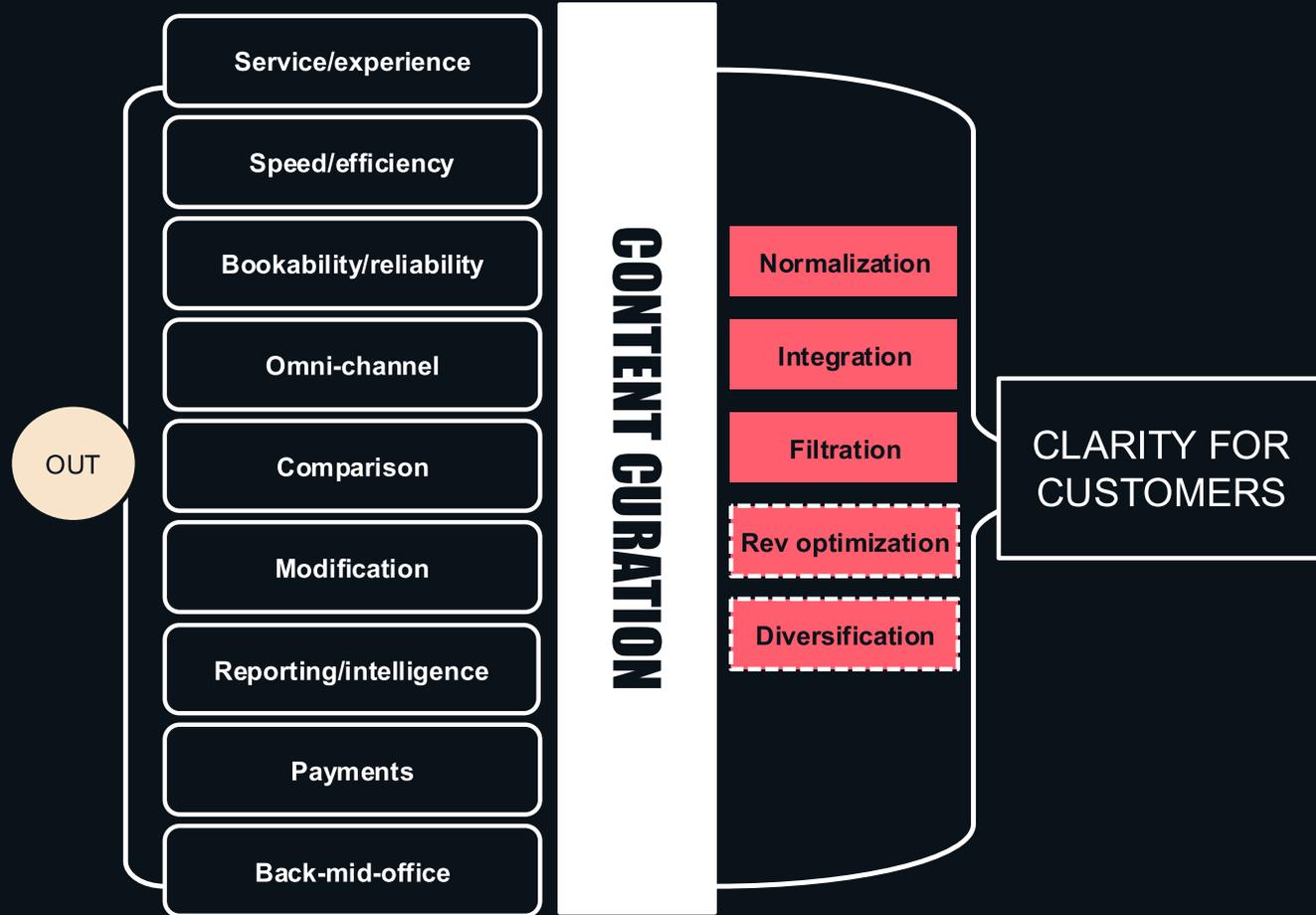
CURATED CONTENT FIT FOR RETAIL



REASSURANCE THAT CONTENT IS STRUCTURED:

WITH CONTENT CURATION

- Normalization applies a structure
- Integration avoids risk of duplication of offers
- Filtration will allow business rules for all content
- And there's more to come...



WHAT'S INSIDE CONTENT CURATION?

AGGREGATING
NDC, NON-NDC &
OTHER CONTENT TYPES
AND INTEGRATING

Allows content from multiple supplier types such as API-sourced content [NDC] and traditional content to be displayed together without duplication

UNIFORM RICH
CONTENT, BRANDING,
ANCILLARIES &
ATTRIBUTES

Apply standard, consistent and transparent attributes across all content

MACHINE LEARNING
ALGORITHMS
ARTIFICIAL
INTELLIGENCE

Managing dynamic content v static content

Machine learning caching and AI prediction for speed + accuracy

CURATED CONTENT FIT FOR RETAIL

WITH SMARTPOINT

- Rich
- Evolving
- Trusted
- Accessible
- Integrated
- Latest

The screenshot displays the Smartpoint Cloud interface, which is divided into several sections for flight and hotel searches.

Flights Section:

- Search Filters:** Flights, All, Travelport, NDC. It shows two itineraries: 1. London - New York (LON to NYC, 14 Jun) and 2. New York - London (NYC to LON, 24 Jun).
- Itinerary Modifiers:** Travelers (up to 9 total), 1 ADT Adult.
- Refundability:** Non-refundable.
- Airlines:** Public and any private fares.
- Private Fare Codes:** Up to 1 total.
- Corporate Agreement Number:** Searchable field.

Flight Options Table:

Flight	Class	Price	Buttons
British Airways 03:00pm LGW → 06:00pm JFK 8h0m	Basic Economy	£432.12	Select, Compare
	Standard Economy	£532.12	Select, Compare
Iberia 03:00pm LGW → 06:00pm JFK 8h0m	Basic	£432.12	Select, Compare
	Optima	£532.12	Select, Compare
Finnair 03:00pm LGW → 06:00pm JFK 8h0m	Economy Light	£467.32	Select, Compare
	Economy Campaign	£567.32	Select, Compare

Basic Economy Details: Carry-on bag, Meal & beverages. Price: £432.12. Price details: Public, Full journey including tax.

Standard Economy Details: Carry-on bag, Meal & beverages. Price: £532.12. Price details: Public, Full journey including tax. View more brands for this flight.

Hotels in New York Section:

- Hotel Search:** NYC New York, United States. Check-in: 20 Nov, Check-out: 24 Nov. Guest: 1, Room: 1. Distance: 5 Miles.
- Additional Qualifiers:** Hotel Chain (up to 4), Negotiated Rate Codes (Code 1: 4j, Code 2: 4tm, Code 3: thr, Code 4:), Rate Category (up to 3), Property Name.

Hotel List:

Hotel Name	Price	Refundability
1. Sofitel New York	\$291.20	Booking.com refundable
2. Millennium Premier New York Ti...	\$410.00	Travelport Exclusive Refundable
3. Bacarat Hotel and Residences N...	\$1,002.00	Other Refundable
4. Holiday Inn Express New York Cit...	\$426.65	Other Non-refundable
5. Kimpton Hotel Eventi an IHG Hotel	\$265.54	Other Non-refundable
6. InterContinental New York Barcl...	\$301.32	Consortium Refundable
7. Millennium Hotel Broadway Time...	\$353.25	

Map Section: A map of New York City with various locations marked, including Manhattan, Jersey City, and the Hudson River. A search bar and navigation controls are visible.

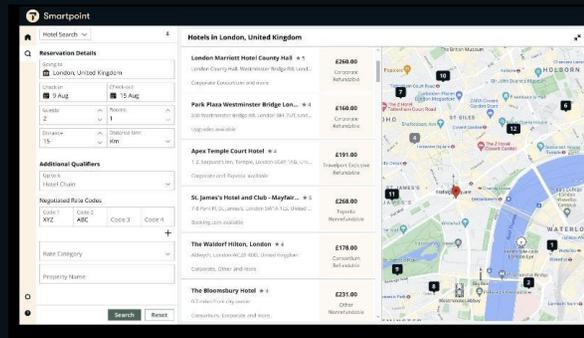


TAILOR
THE BEST OFFERS

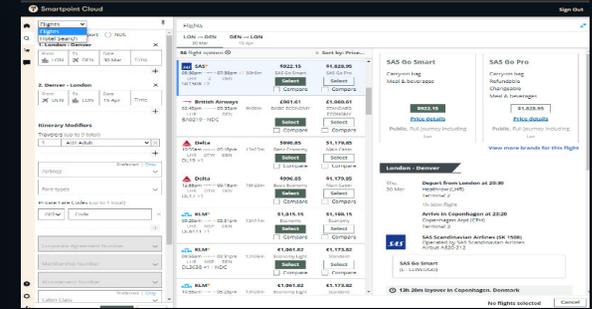


TAILOR THE BEST OFFERS WITH SMARTPOINT CLOUD

- Searches made simple
- Clarity on offers
- Easy upsell
- Fast cross-sell
- Servicing & Enhanced Exchanges
- Drive trust & loyalty



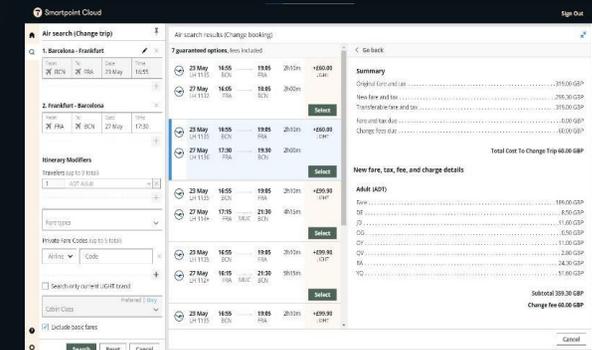
SEARCH



OFFERS

Comparing Options	SAS Go Smart \$822.15	BASIC ECONOMY \$814.11	Basic Economy \$996.85	Basic Economy \$1,111.25	Economy Light \$734.45
Departure time	1:41 6:30 PM - 1:41 7:30 PM (+1)	1:41 2:40 PM - 1:41 3:30 PM	1:41 6:55 AM - 1:41 5:10 PM	1:41 11:05 AM - 1:41 1:45 PM	1:41 1:05 PM - 1:41 7:00 PM
Duration/Class	20h 50m 2 stops	0h 50m 0m 0 stops	12h 20m 1 stop (27kg)	0h 40m 0m 0 stops	12h 55m 0 stops (42)
Rightfare/AFK	Airbus A320-321-300 on time	Boeing 777-300ER on time	Airbus A320-321-300 on time	Boeing 777-300ER on time	Boeing 737 MAX 8 on time
1. Right Entertainment	✓ included	no information available	✓ included	no information available	✓ included
Priority Services	no information available	no information available	✗ not offered	no information available	no information available
Caregiving	✓ included	no information available	✓ included	✓ included	✓ included
Early seat selection	\$ Chargeable	no information available	✗ not offered	\$ Chargeable	\$ Chargeable
Refundable	✗ not offered	no information available	✗ not offered	✗ not offered	✗ not offered
Chargeable	\$ Chargeable	no information available	\$ Chargeable	\$ Chargeable	✗ not offered
Meal & Beverages	✓ included	no information available	✓ included	no information available	\$ Chargeable
Wine access	no information available	no information available	\$ Chargeable	no information available	\$ Chargeable
Priority Checkin	✗ not offered	no information available	✗ not offered	no information available	✗ not offered
Priority Boarding	✗ not offered	no information available	✓ included	\$ Chargeable	✗ not offered
Priority Baggage	✗ not offered	no information available	no information available	no information available	no information available

UPSELL/CROSS-SELL



CHANGE



CONTENT OPTIMIZER: AIR



WHAT'S THE **VALUE** OF CONTENT OPTIMIZER: AIR?

- 1** Control and filter content
- 2** Present relevant offers
- 3** Meet commercial targets, maximize profitability

WHAT'S INSIDE CONTENT OPTIMIZER?

MUTI-FUNCTION RULES

Manage:

- Fares & fare families
- Flights & flight ranges
- Airlines
- Markets

AVAILABILTY & CONNECTION RULES

Apply:

- Airlines within the display hierarchy
- Relevant flight connection criteria

CONTENT PREFERENCING & SHOPPING RULES

Control and filter:

- NDC preferencing
- NDC response speeds
- Journey times
- Airport and city locations
- Fare types etc.

CONTROL AND FILTER CONTENT

CONTROL YOUR CONTENT

WITH CONTENT OPTIMIZER

Tailor results:

- Based on price
- Cabin
- Fare
- Rule
- Schedule
- Airline

To increase relevancy, improve choice and drive revenue.

The screenshot displays the 'Content Optimizer' interface with a 'Rules' tab selected. The main area shows a table of rules under the 'Hotel rules' section. The table has columns for Campaign, Rule name, Status, Type, SID/PCC, Starts, Ends, and Updated. A modal window titled 'Select a rule to create' is overlaid on the right, showing a list of 'Multi-function rules' with descriptions and right-pointing arrows.

Campaign	Rule name	Status	Type	SID/PCC	Starts	Ends	Updated
Exclude Fares XYZ	Exclude FBC XYZ	Active	Exclude fare or fare family	POS US BT ALL DL FRA TO JFK CORONA	10/01/2021	10/01/2054	10/28/2021
Campaign A	Restrict 22 HRS	Active	Restrict max connection times	B1E-1P	10/01/2021	10/01/2054	10/27/2021
Campaign B	Carrier promote KLM	Active	Commercially important carrier	3K38-1V	10/01/2021	10/01/2054	10/27/2021
Campaign B	Restrict 24	Active	Restrict max connection times	3K38-1V	10/01/2		
Campaign XYZ	Restrict 20 HRS	Active	Restrict max connection times	3K38-1V	10/01/2		
Campaign ABC	Restrict 24 HR Time	Active	Restrict max connection times	XDV-1G	10/01/2		
Campaign one	No more than 4 hrs	Active	Exclude fare or fare family	XDV-1G	10/01/2		
Campaign two	Exclude FBC E9W40	Active	Restrict max connection times	2BC3-1V	10/01/2		
Campaign three	Restrict 2 HR	Active	Restrict max connection times	2BC3-1V	10/01/2		
Campaign four	Restrict 3 HR time	Active	Restrict max connection times	NEE-1G	10/01/2		
Campaign five	Restrict 4 HRS	Active	Restrict max connection times	2BC3-1V	10/01/2		
Campaign 123	MAX 4.75 HRS	Active	Restrict max connection times	2BC3-1V	09/01/2		
Campaign 234	Restrict 14 HRS	Active	Restrict max connection times	NEE-1G	09/01/2		
Campaign 345	Restrict 8 HRS	Active	Restrict max connection times	NEE-1G	09/01/2		
Campaign 236	Exclude FBCs E, O	Active	Exclude fare or fare family	NEE-1G	09/01/2		

Select a rule to create

Multi-function rules

- Exclude fare or fare family**
Prevents fares from being returned in shop, pricing, or fare display results.
- Exclude flight/flight ranges**
Excludes a specific airline flight or flight range from shop, availability and sell.
- Exclude airlines**
Restricts specified airlines from shop, fare, quote, fare display, availability and sell.
- Exclude marketing/codeshare airlines**
This rule excludes either the specified marketing only or codeshare combinations
- Exclude/only include branded fares**
Applies to rich content, ancillary information & optional branded fares for airlines.



CONTROL YOUR CONTENT

WITH CONTENT OPTIMIZER

Set up rules to maximize your control of NDC offers.

Secondary rule criteria include:

- Passenger count
- Channel ID
- Geography and geography exceptions

Create New Rule (NDC content preference)

1 Setup

2 Target & Schedule

Set up the rule

Rule name *

Up to 25 alphanumeric characters, spaces or commas allowed.

Campaign name

Up to 25 alphanumeric characters, spaces or commas allowed.

Description

Up to 100 alphanumeric and . : - / 0 ! , + & characters allowed.

Airlines *

Enter at least 2 characters to search

Number of passengers

Single

When duplicate offers are priced the same

When an offer is returned by both Traditional and NDC content sources and both the BRAND and PRICE of the offer is the same:

Return the Traditional offer (discard the NDC offer)

Return the NDC offer (discard the Traditional offer)

Return both Traditional and NDC offers (duplicate search results)

When duplicate offers are priced differently

When an offer is returned by both Traditional and NDC content sources and the BRAND is the same, but PRICE is different:

Return the cheapest offer (Traditional or NDC)

Return the Traditional offer (discard the NDC offer)

Return the NDC offer (discard the Traditional offer)

Return both Traditional and NDC offers (duplicate search results)

Return NDC if cheaper than Traditional by a set threshold

Return Traditional if cheaper than NDC by a set threshold

Pricing difference threshold (up to 5)

Airline * Price difference Value *

Select Amount 1

[Add new threshold](#)

NDC OFFERS INCLUDED



CONTROL YOUR CONTENT

WITH CONTENT OPTIMIZER

Maximum response time by airline(s)

Set a constraint on the permitted maximum response time by airline(s), abandon NDC searches when reached

Clock starts from the start of the integrated search query, if timeout value reached – NDC content is abandoned

Secondary rule criteria include passenger count, channel ID, geography and geography exceptions

Recommend using this rule for all carriers in a geography, to avoid conflicts between carriers with rules vs. carriers without



Create New Rule (NDC response time)

- 1 Setup
- 2 Target & Schedule

Set up the rule

Rule name *

Up to 25 alphanumeric characters, spaces or commas allowed.

Campaign name

Up to 25 alphanumeric characters, spaces or commas allowed.

Description

Up to 100 alphanumeric and , : - / () ' . + & characters allowed.

Maximum NDC search response time

Allowed values are 1 through 10 seconds.

Airline *

Seconds *



Airline *

Seconds *



+ Add another Airline

Previous

Next

NDC RESPONSE TIMES
MANAGED

MEET COMMERCIAL TARGETS

WITH CONTENT OPTIMIZER

Adapt to new airline commercials
[NDC offers]

Surface negotiated fares and
corporate deals

Build better supplier relationships

Maximize profitability

This screenshot shows the 'Set up the rule' section for a rule titled 'Exclude fare or fare family'. It includes fields for 'Rule name', 'Campaign name', and 'Description (optional)'. There are sections for 'Allowed special characters include' and 'Exclude Criteria' with a dropdown for 'Fare basis codes'. At the bottom, there are checkboxes for 'Public / private fares' and 'All fares / Public / All fare families'.

Choose fare or fare family

This screenshot shows the 'Set up the rule' section for a rule titled 'Commercially important airlines'. It includes fields for 'Rule name', 'Campaign name', and 'Description (optional)'. There are sections for 'Allowed special characters include', 'Number of results per airline (0-99)', and 'Select for extra article results when available'. At the bottom, there is an 'Airline' field and a note about three-character airline codes.

Designate commercially
important airlines

This screenshot shows the 'Set up the rule' section for a rule titled 'Exclude airlines'. It includes fields for 'Rule name', 'Campaign name', and 'Description (optional)'. There is an 'Airline' field. Below, there is a 'Rule application' section with checkboxes for 'Have availability', 'Have positioning', 'Have display', 'Sell', and 'Availability'. At the bottom, there is a 'Content application' section with radio buttons for 'ATPCO content', 'NDC content', and 'Both'.

Prioritize content positioning



PRESENT RELEVANT OFFERS

**A CONFIDENT TEAM
SELLS MORE**



**SAVE MORE
TO DO MORE**



**HOW WILL YOU
OPEN-UP FOR RETAIL?**



THE KEY TO UNLOCK RETAIL

WITH SMARTPOINT

We'd love a follow-up meeting

To give you a demo

To discuss next steps

To get you going

