TRAVELPORT

COMMONWEALTH BUSINESS TRAVEL GROUP

Richmond Meeting (9/24 – 9/26)

September 25, 2024

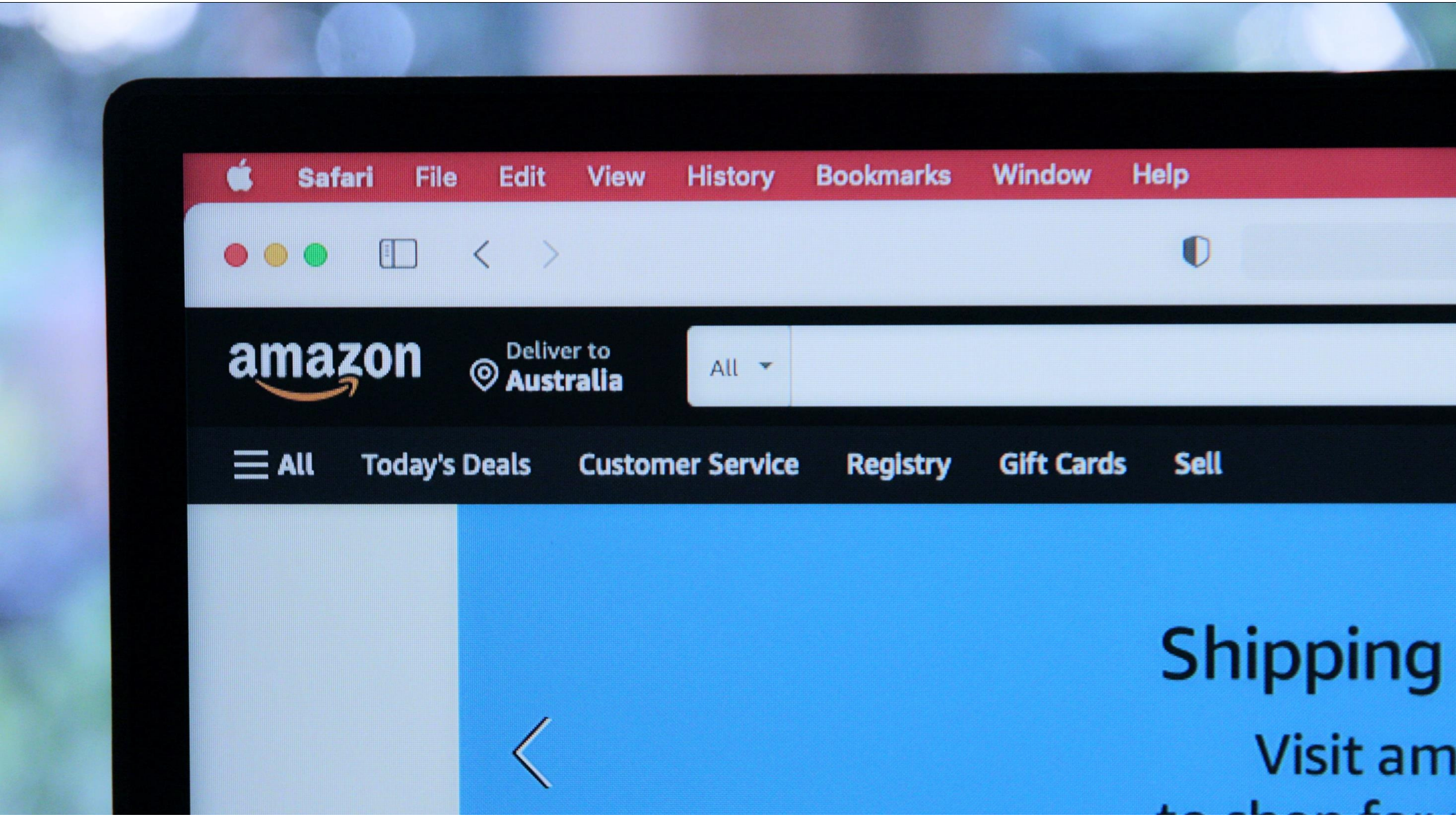
IN

180+

COUNTRIES

6 BILLION ITINERARIES A DAY

1 TRILLION A YEAR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Baja Chip
70 Calories
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0g Protein
Buffalo Sa
70 Calories
7g Fat
1g Carbs
0g Protein

HANGRY
TOO MANY OPTIONS
DOES NOT EQUATE TO
GOOD CUSTOMER
EXPERIENCES

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

MODERN RETAILING TOOLS

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

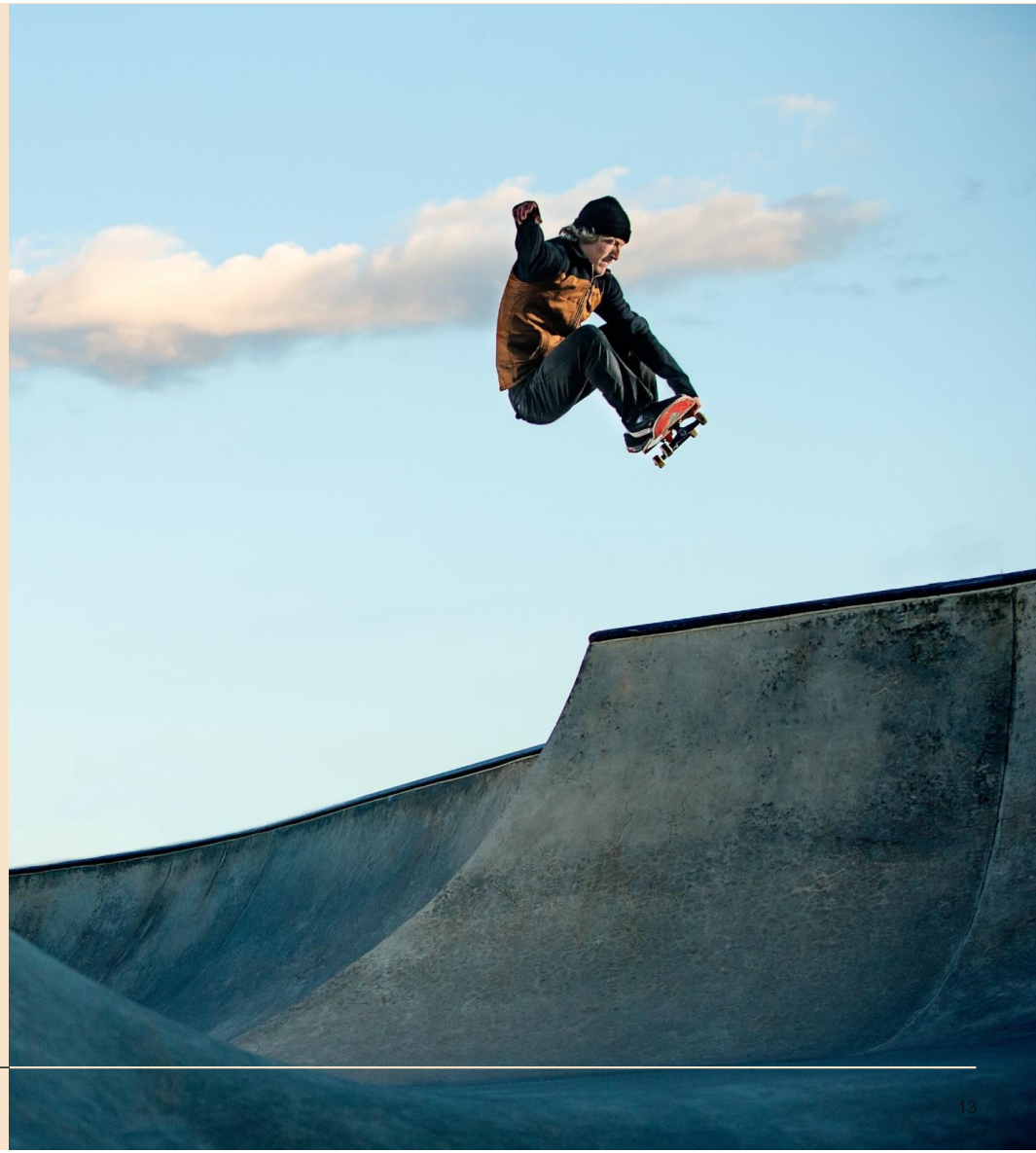
EMPOWERED AGENTS = HAPPY CUSTOMERS

- 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

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.

GBTA

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

NDC AIRLINES IN FLIGHT

OUR NDC PORTFOLIO

ROADMAP

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?

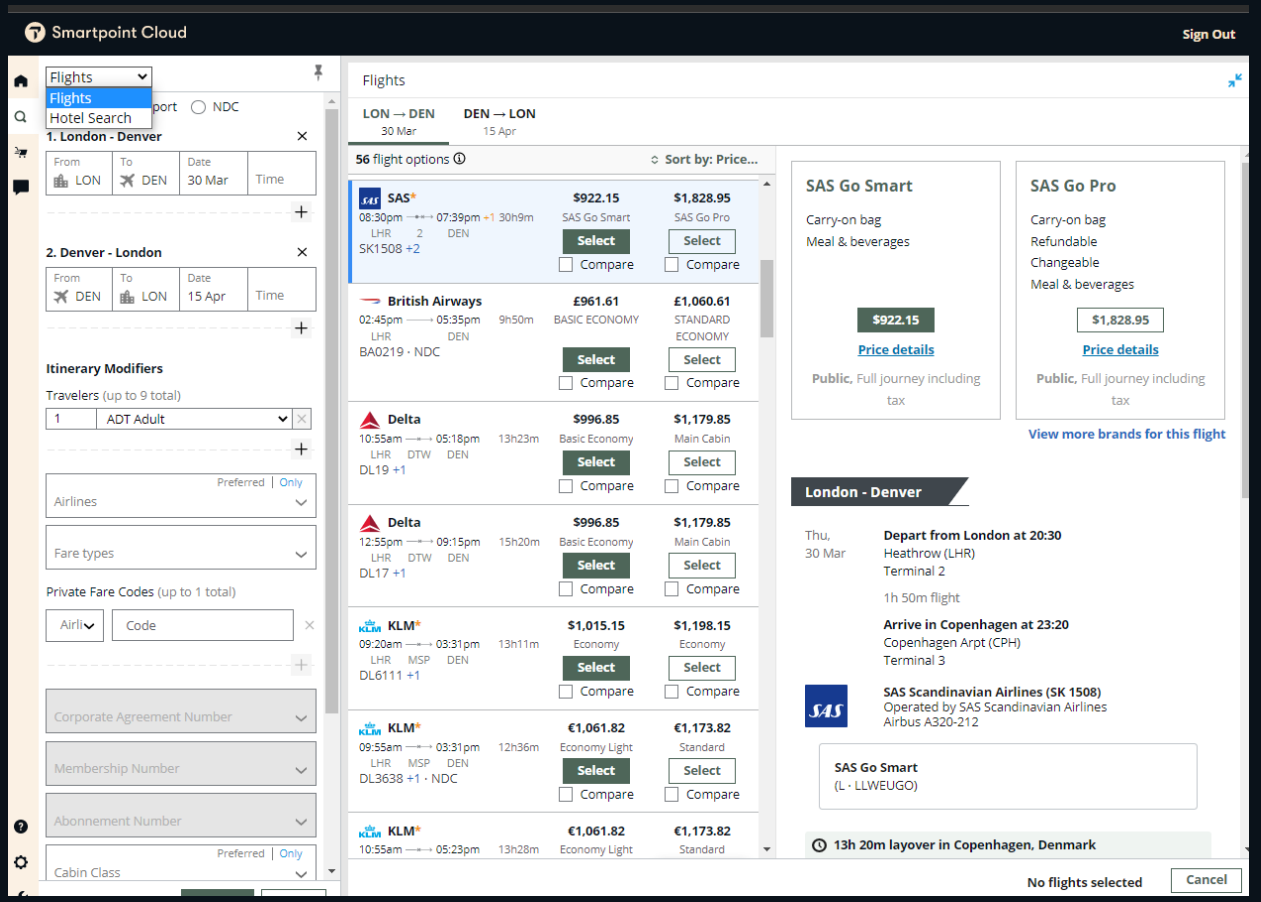
1. Turn sellers into retailers
2. Evolve service into care
3. Curated content fit for retail – an easier path for NDC
4. Tailor the best offer
5. A confident team sells more
6. Save more so you can do more

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

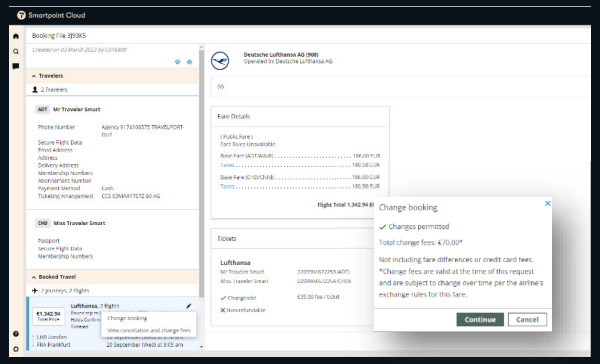


EVOLVE SERVICE
INTO CARE

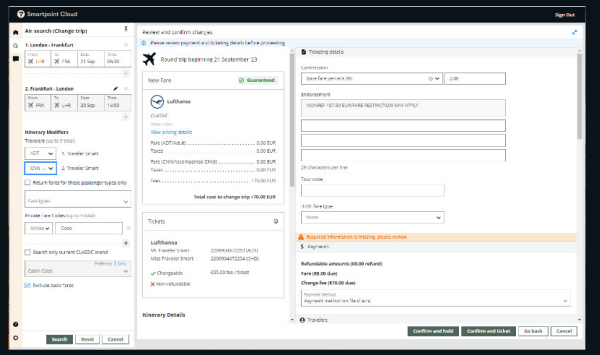
EVOLVE SERVICE INTO CARE

WITH SMARTPOINT

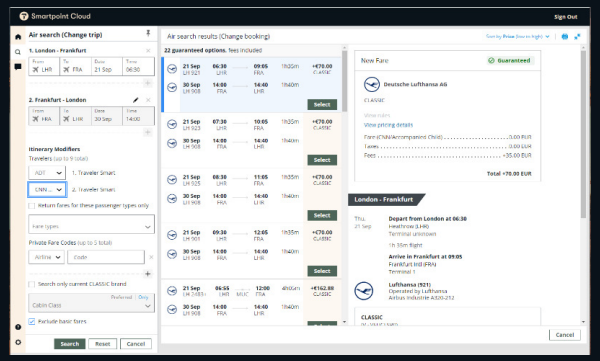
- Modern design
- Trip changes made easy
- New, improved workflow
- Removes guess work
- 70% faster processing



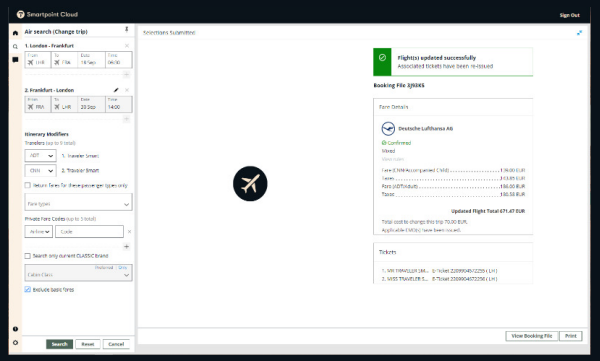
LAUNCH & ELIGIBILTY



RESPONSE PANEL



REVIEW AND CHECK



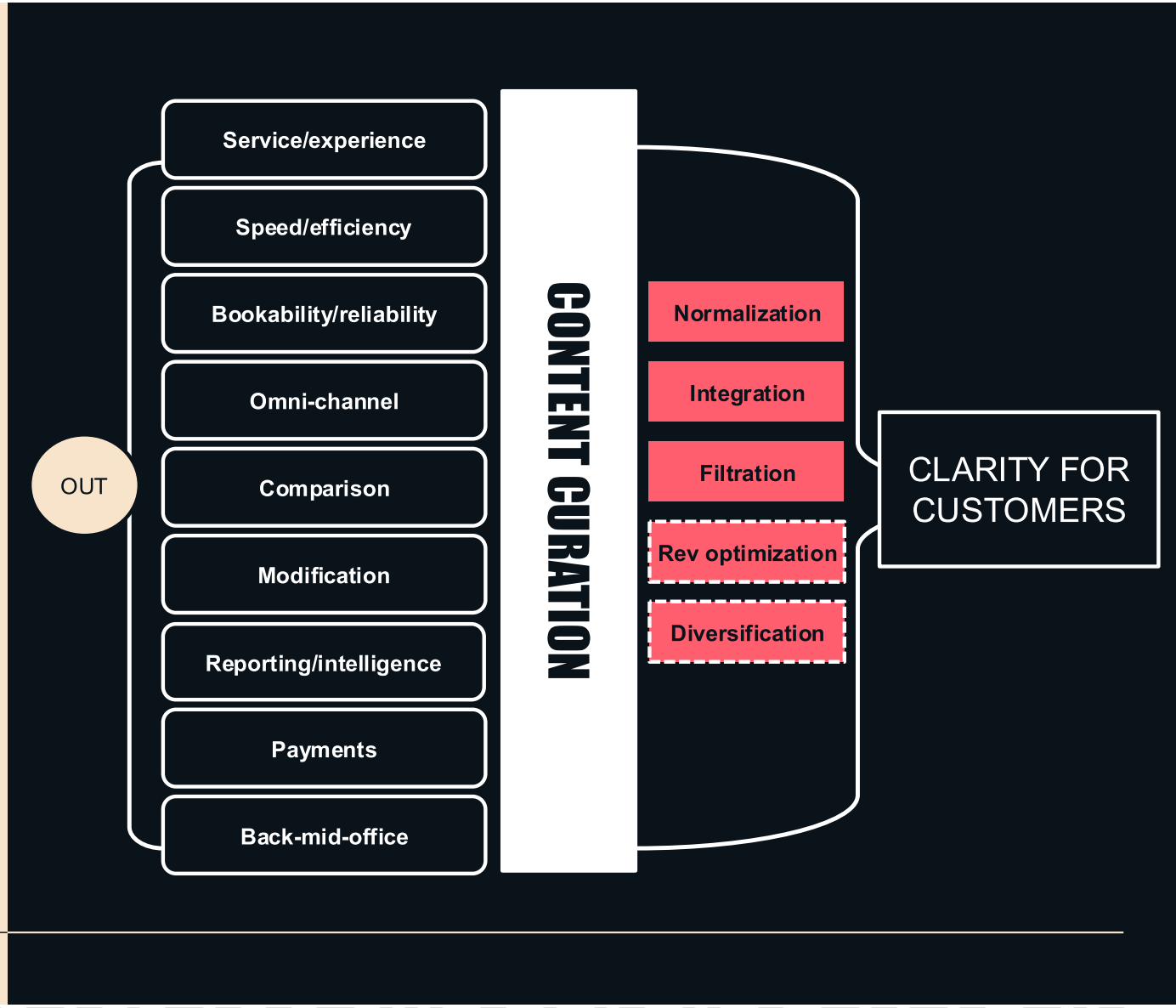
CONFIRM

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…



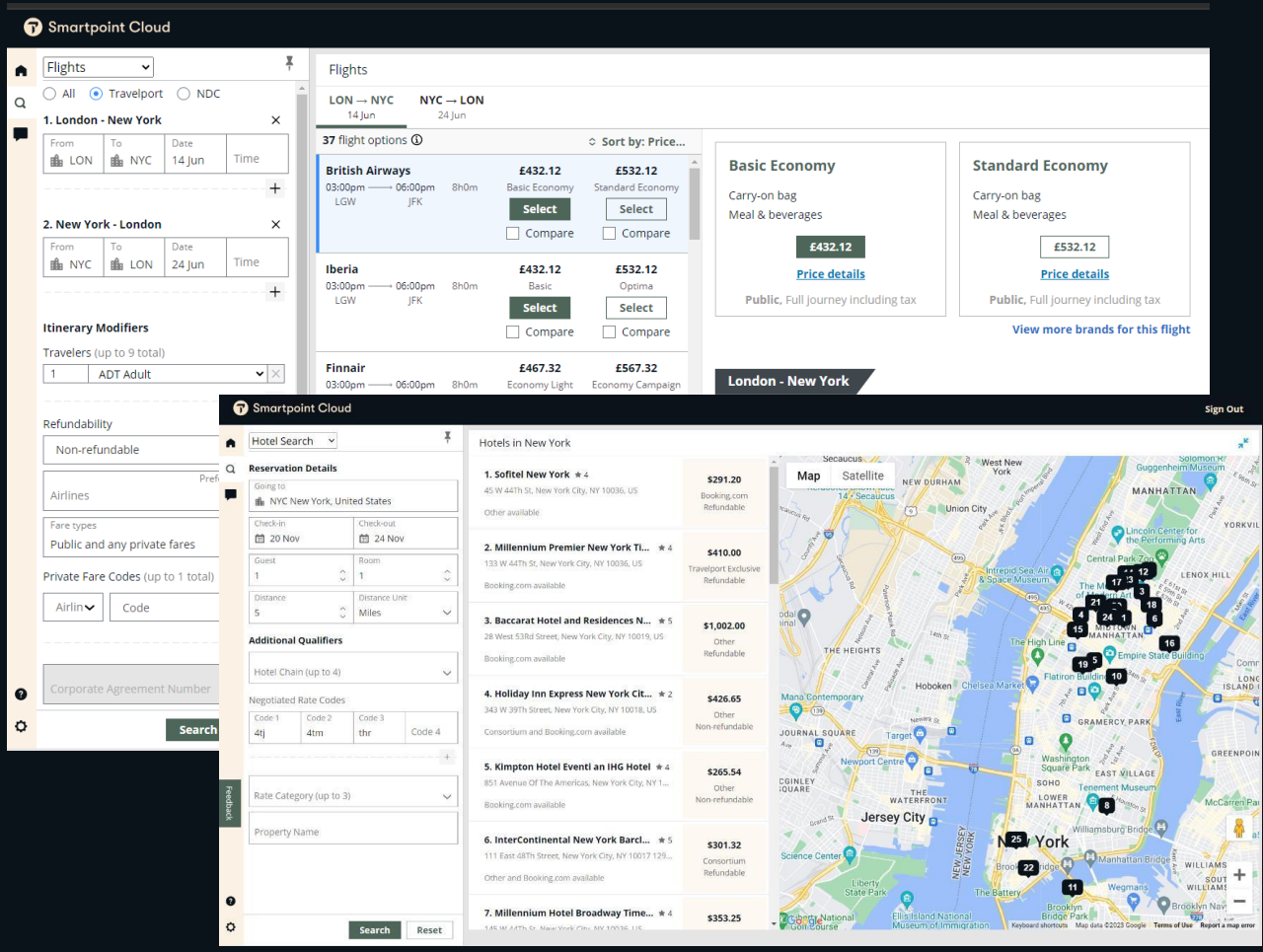
WHAT'S INSIDE CONTENT CURATION?

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 ARTIFICAL INTELLIGENCE	Managing dynamic content v static content Machine learning caching and AI prediction for speed + accuracy

CURATED CONTENT FIT FOR RETAIL

WITH SMARTPOINT

- **R**ich
- **E**volving
- **T**rusted
- **A**ccessible
- **I**ntegrated
- **L**atest

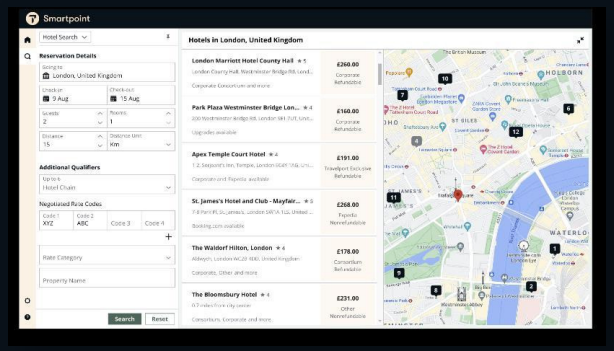


TAILOR
THE BEST OFFERS

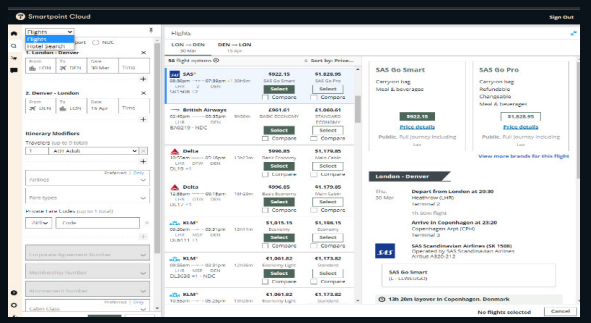
TAILOR THE BEST OFFERS

WITH SMARTPOINT CLOUD

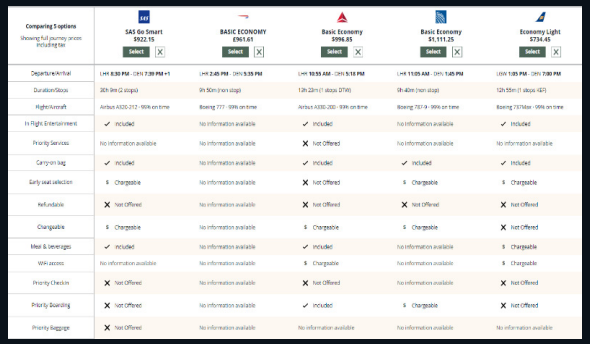
- Searches made simple
- Clarity on offers
- Easy upsell
- Fast cross-sell
- Servicing & Enhanced Exchanges
- Drive trust & loyalty



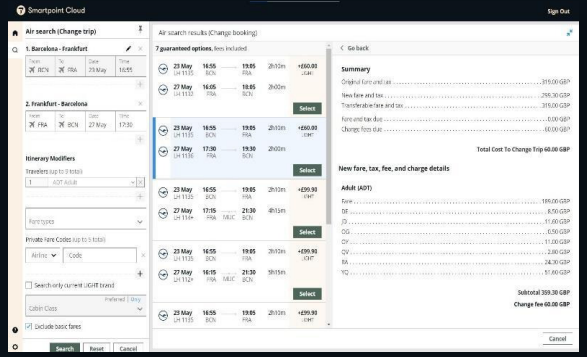
SEARCH



OFFERS



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

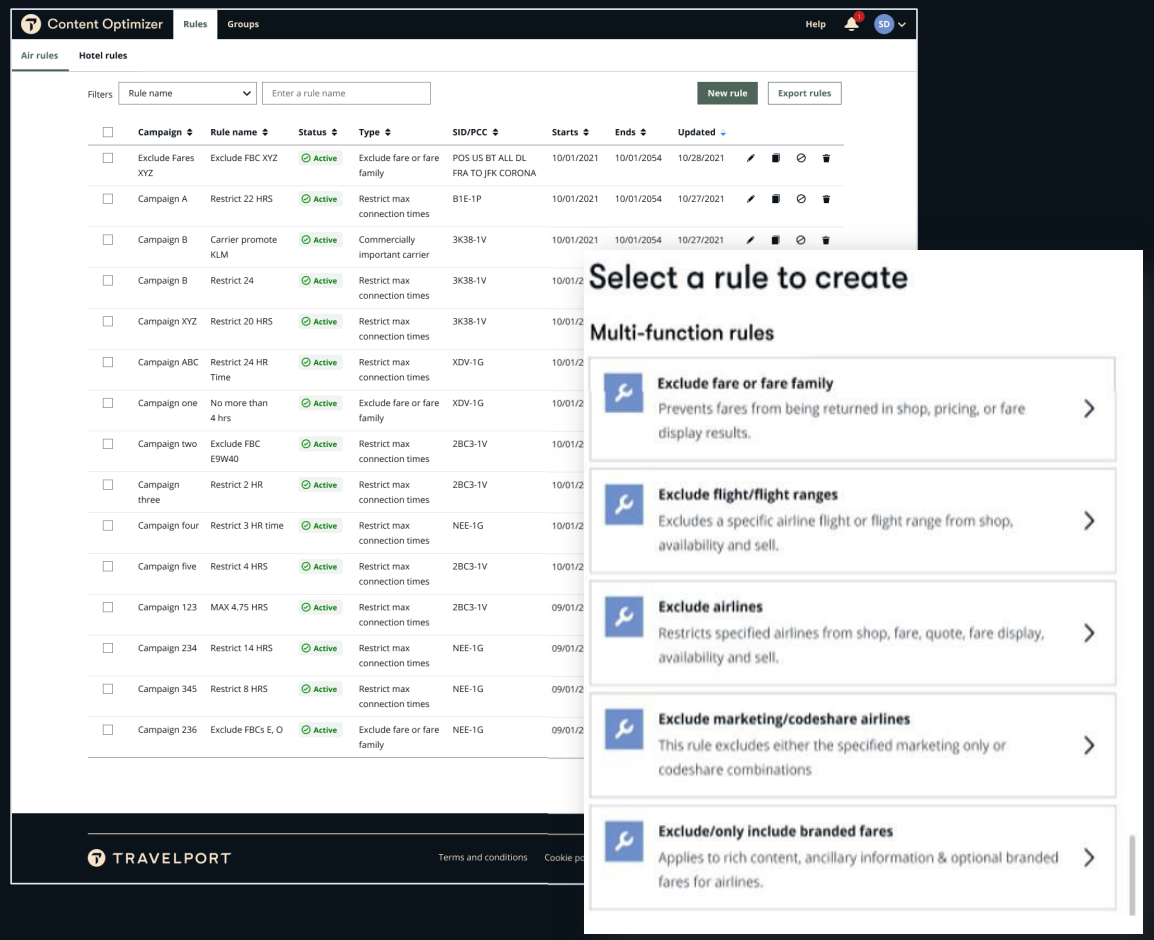
CONTROL YOUR CONTENT

WITH CONTENT OPTIMIZER

Tailor results:

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

To increase relevancy, improve choice and drive revenue.



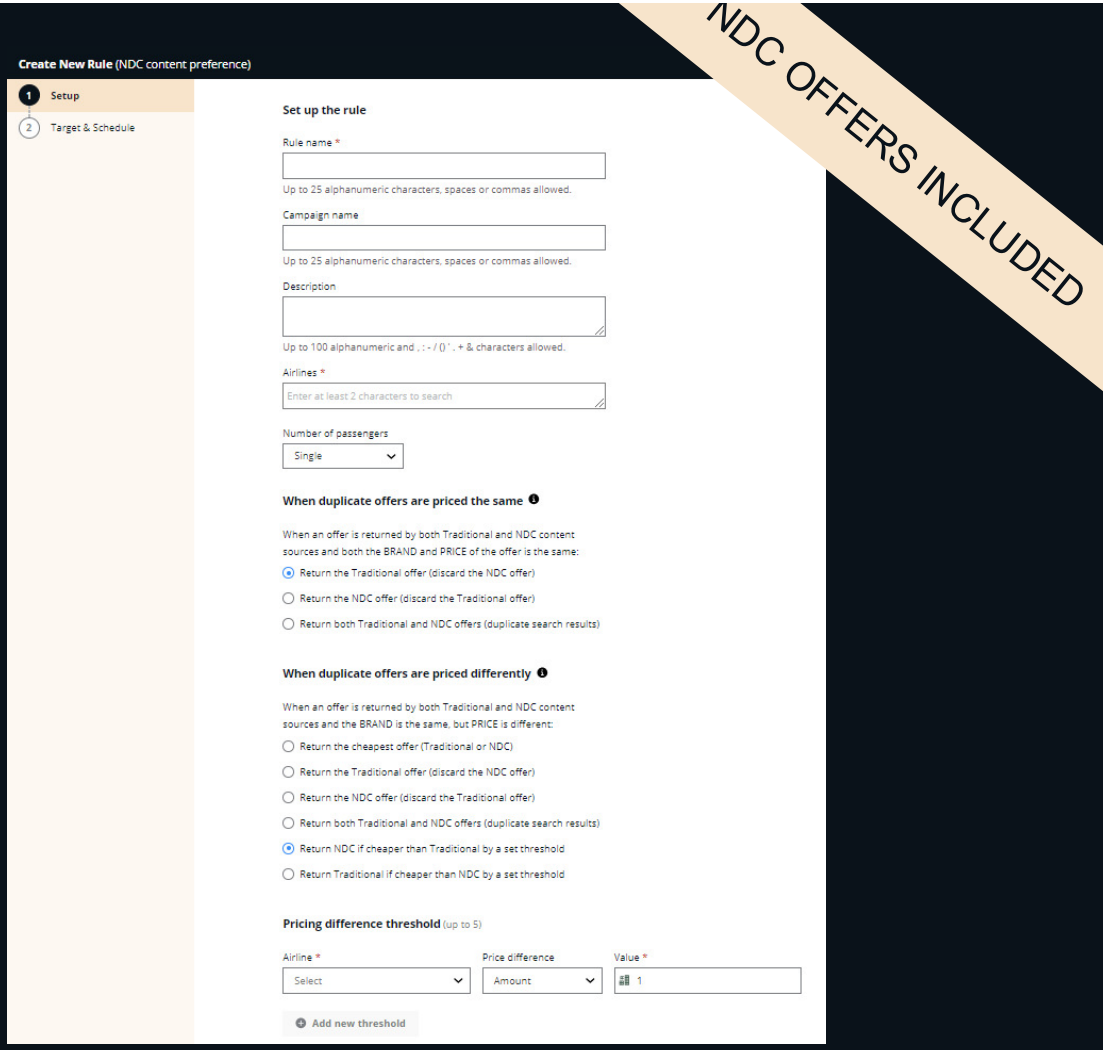
CONTROL YOUR CONTENT

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



CONTROL YOUR CONTENT

WITH CONTENT OPTIMIZER

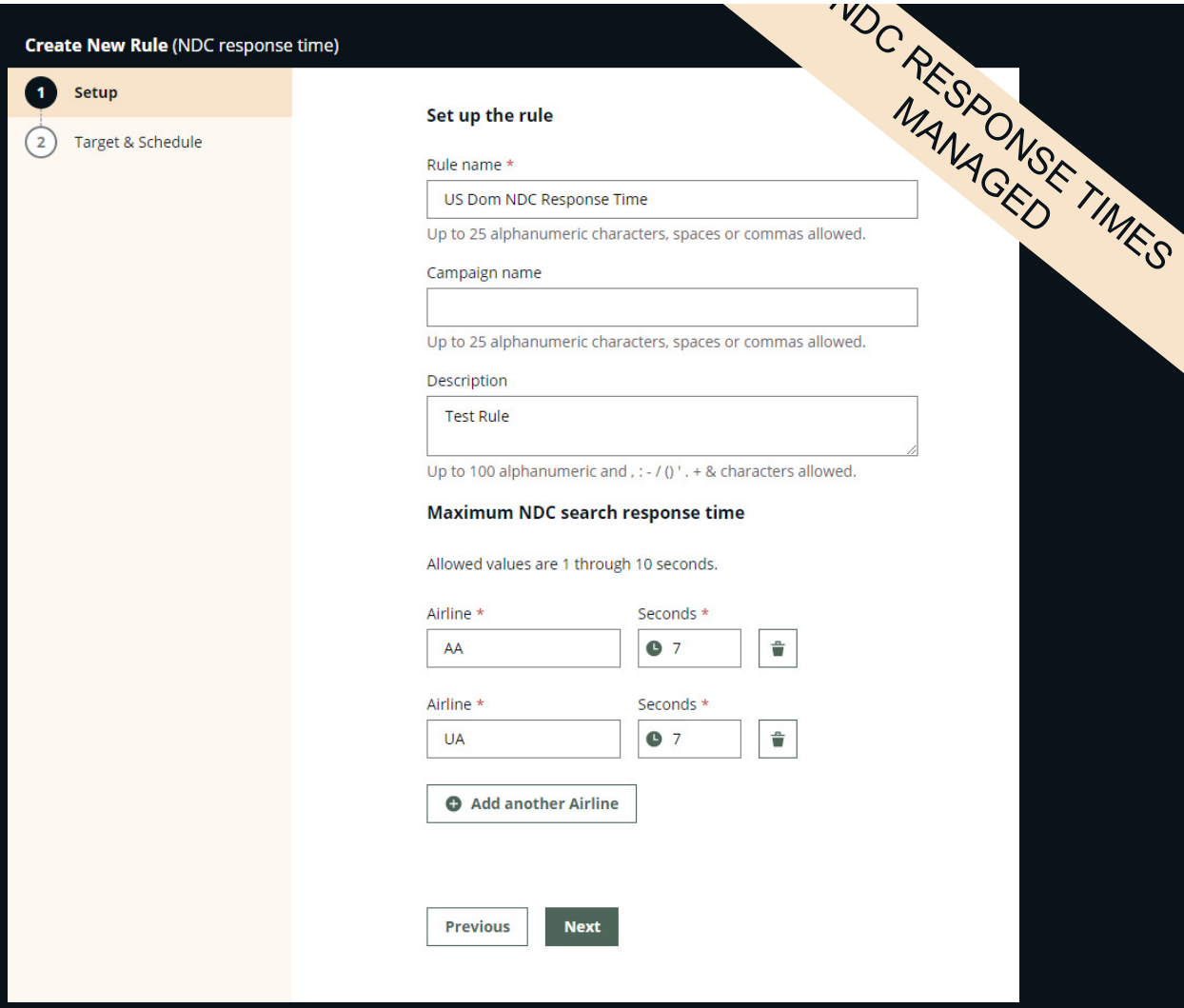
Maximum response time by airline(s)

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



MEET COMMERCIAL TARGETS

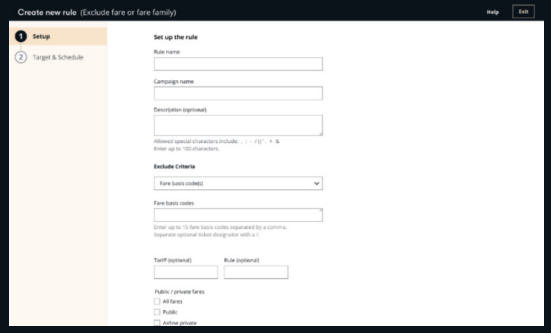
WITH CONTENT OPTIMIZER

Adapt to new airline commercials [NDC offers]

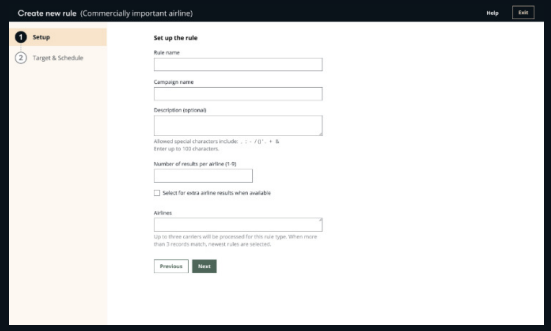
Surface negotiated fares and corporate deals

Build better supplier relationships

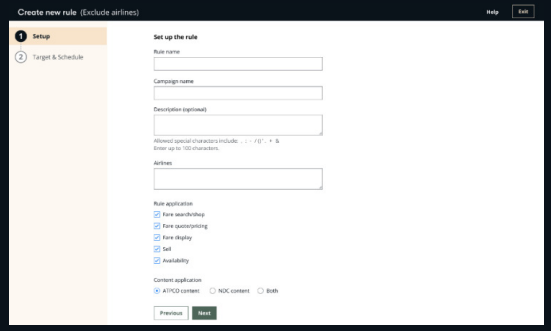
Maximize profitability



Choose fare or fare family



Designate commercially important airlines



Prioritize content positioning

PRESENT
RELEVANT OFFERS

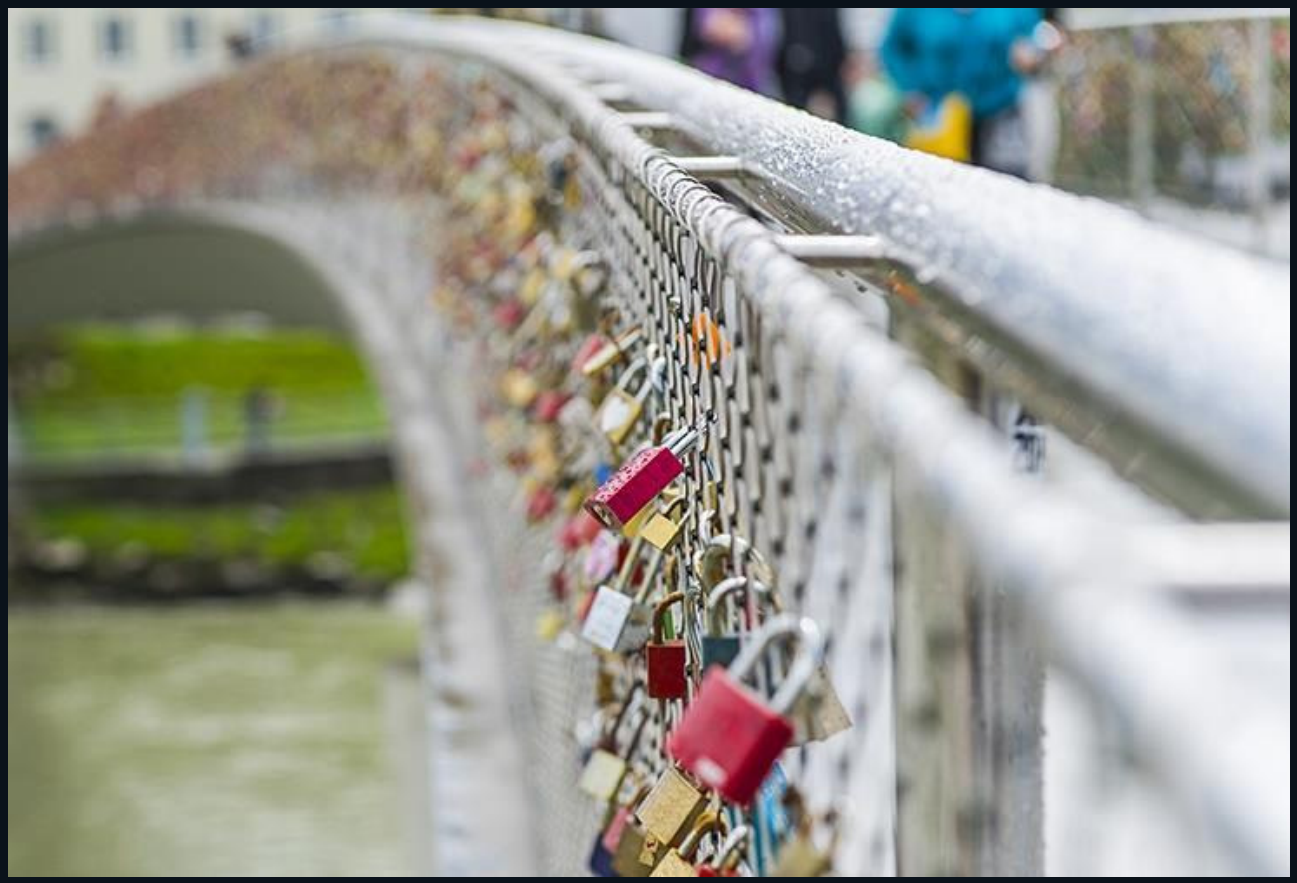
A CONFIDENT TEAM SELLS MORE

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