

## Travelport Airline Advertising Tools

Drive higher sales by appealing to qualified buyers at the right time



### Every marketing dollar you spend should return strong sales

Travel agents are the most influential professionals in the business of selling travel. Nothing influences their buying choices more than their primary shopping and booking platform – the global distribution system (GDS).

Your challenge is to increase brand awareness and sales by marketing the right product, at the right time, to the right buyers. Our goal is to ensure travel agents know what you offer when it matters most.

Let's work together to give your brand and sales a boost. Through Travelport, you can market to agents globally through the three Travelport GDSs: Worldspan™, Galileo™ and Apollo™.

#### REACH A GLOBAL BUYING AUDIENCE WITH PROVEN ADVERTISING TOOLS

There are several high-impact advertising tools that reach our global community of front-line travel agents: Travelport Headlines™, Travelport Sign-On Messages, Travelport Sponsored Flights Advertising, Travelport Electronic Direct Mail (eDM) and Travelport ViewTrip™.

Here's what these strategic tools enable you to do:

- Allocate advertising dollars for maximum impact amongst pre-qualified travel buyers
- Reach 67,000+ travel agencies globally, representing up to 295,000 individual agents
- Use influential channels and capabilities to announce special pricing, new products or services, travel agent promotions and other offerings
- Increase visibility of your brand and offerings in exclusive and proven ways
- Assist travel agents in the selection process to increase your sales conversion rates
- Appeal to specific buyers with advanced targeting capabilities

## Travelport Headlines

### Capture travel agent attention at the point of sale

When agents start shopping availability, whether for air, hotel or car rental, they're ready to buy. Headlines increases your visibility and sales in compelling ways:

- Ads display on the availability screen to showcase your product at a critical moment – the point of sale.
- Your ad gives agents a snapshot of your offer, plus a connecting landing page where agents can view details and booking information.
- You can target ads by specific origins, destinations or city pairs, and during precise dates and time periods.
- Premium targeting is available based on agency location, national accounts, pseudo city codes and IATA numbers.
- Ideal for promoting a specific class of service or special promotional fares or agency commission.

## Travelport Sign-On Messages

### Make an impression at the top of the agent's morning

This highly visible, globally accessed news and information source greets travel agents as they sign in to their GDS each day. Sign-On Messages is ideal in helping you:

- Stand out from the competition by broadcasting promotions and specials
- Keep travel agents informed of new products or services on a timely basis
- Announce changes to ticketing / baggage procedures
- Communicate changes to services at short notice
- Get the word out early on your last-minute offerings

## Travelport Sponsored Flights Advertising

### Targeted, point-of-sale flight listings that appear above neutral displays

When your offering is pertinent to a travel agent's search parameters, this industry first GDS advertising tool can place your advertised flights in a special area above and separate from the neutral display on the agent's availability results screen. Optimum visibility supports sales when you:

- Promote new destinations or expanded service on existing routes
- Offer alternative airport choices
- Raise awareness of connections and alternate routes
- Want first page display of particular flights offered

## Travelport Electronic Direct Mail (eDM)

### Your one-to-one advertising tool for region-specific marketing

Sending customized electronic messages to agents in specific regions is easy with Travelport eDM – one of our most effective targeted advertising tools. Using it, you can help agents make the most informed choices.

- eDM makes it easy to appeal to an audience that's eager to know about your special sales, promotions, and other offers and announcements.
- Our eDM tool manages the distribution of your message, reports performance metrics and administers opt-in and opt-out requests (a requirement in many countries) – all necessary capabilities for effective electronic advertising.
- eDM is a creative and stimulating channel to demonstrate cabin class, seat pitch, and enhanced benefits and services.

## Travelport ViewTrip

### Guarantee brand visibility amongst travelers

ViewTrip places your ads directly in front of travelers - on electronic or printed itineraries, e-tickets and receipts.

- Promote ancillary products and services (faster boarding, meals, duty free offers and more) prior to departure dates
- Target your ads based on travelers' origins and destinations, itinerary segments, business or leisure, gender and more
- Let printed ads give your brand top of mind awareness throughout your passengers' ongoing travel experience



## Influence travel agent buying behavior in effective, profitable ways

For more information about Travelport Advertising Tools via the GDS, contact your Travelport account manager or visit us on the Web at: [travelport.com/products/Advertising.aspx](http://travelport.com/products/Advertising.aspx)

**Travelport** 