

Ryanair to participate in the GDS channel for the first time in over a decade – Mar 14

***Landmark global content agreement signed with Travelport
Dublin, Ireland and Langley, UK, March 11, 2014***

Ryanair, Europe's favourite low fares airline, and Travelport, a leading distribution services and e-commerce provider for the global travel industry, have today announced a landmark global distribution agreement that will see the low cost carrier's content made available solely to Travelport-connected travel agencies, in advance of any other GDS, for the first time in over a decade.

Ryanair, which operates one of the world's largest airline fleets with 300 Boeing aircraft, and 175 more on order, will carry over 81.5m passengers this year on Europe's largest airline route network connecting 186 airports in 30 countries.

Through the agreement, Ryanair fares, as well as their extensive ancillary products and services, will be introduced to Travelport travel agencies in a phased approach from 19th March.

Ryanair's decision to work with Travelport follows the launch last year of the Travelport Merchandising Platform™ and specifically the aggregated shopping component it offers low cost carriers. This technology, unique to Travelport, enables low cost carriers to provide their content via an API connection, rather than the more traditional fare filing methods often favoured by network carriers, and still have their fares and ancillaries displayed, compared and booked in exactly the same way.

As well as adopting Travelport's aggregated shopping functionality, the two organisations will also work together to deploy Travelport's Rich Content and Branding product offering. This solution allows airlines to more effectively control how their flights and ancillaries are visually presented and described on travel agency screens, bringing them more in line with the airline's own website experience.

Kenny Jacobs, Ryanair's Chief Marketing Officer:

“This partnership with Travelport is a significant development for Ryanair and for businesses across Europe and beyond as we continue to evolve our business offering. As Europe's largest airline, we'll carry over 81.5m customers this year on the largest route network, connecting 186 airports in 30 countries. More than 22% of these customers already choose Ryanair for business travel and we expect that percentage to grow as this partnership allows corporate travel departments, travel management companies and businesses even greater access to Ryanair's low fares and routes, ensuring they save millions of euro in travel expenses every year.”

Kurt Ekert, Executive Vice President and Chief Commercial Officer for Travelport:

“We're clearly delighted that Ryanair has selected us as their GDS partner and recognise the unique value we can offer through our industry-leading merchandising platform. We're excited to work exclusively together over the coming months to seek out new opportunities and introduce their extensive choice of flights and ancillaries to our travel agency customers worldwide.”

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