Air China turns to Travelport for its business intelligence solution

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry, announces today that Air China has elected to use its **Airline Insight** business intelligence and reporting solution.
With **Airline Insight**, Air China will benefit from Travelport's advanced and intuitive analytical tool designed to empower airlines to draw on multiple data sources to make strategic planning decisions. The user interface, data presentation and reporting that Airline Insights offers will allow Air China teams in Agency Sales, Revenue Management and Network Planning to quickly and effectively maximize the value that can be extracted from such a comprehensive set of industry data.

The versatility of this web-based analytical tool ensures that the investments the airline makes in rich data sources such as MIDT, Illuminate Market Size, QSI and others can deliver direct revenue benefits and result in more informed and effective business decisions across a wider range of opportunities for Air China.

Ms Fang Huang, Director Business Analysis Capacity Center, Air China, commented: "We are impressed by the demonstrated versatility and data accuracy of Airline Insight, an absolute necessity for actionable business intelligence reports. The dedicated account manager provided by Travelport also completes the high level of efficiency, reliability and service that we would need from our business intelligence partner."

Commenting on this new partnership, Bret Kidd, Vice President & General Manager, Air Commerce Technologies, Travelport, remarked: "Air China operates in the fastest growing aviation market in the world. In this dynamic, complex and highly competitive environment, accurate business intelligence is crucial for understanding the industry and making the right decisions."