



## Travelport: AI Powered Platforms Drives 15% Revenue Growth

### The opportunity

Travelport, a leading technology company serving the global travel industry, recognised the untapped potential of its vast data assets. With a wealth of information on travel bookings, customer preferences, and market trends, Travelport aimed to commercialise its data to create new revenue streams and gain a competitive edge in the market. The challenge was to transform raw data into actionable insights that could be monetised effectively while supporting travel agents and partners in making better-informed decisions.

**“We chose Beyond because their solution could handle our huge, complex data sets, it would meet the needs of our travel agency clients and their approach would get us to market fast.”**

- Guido Verweij, Senior Director, Global Business Development and Commercial Strategy, Travelport

### The solution

#### **Leveraging Data for New Revenue Streams in the Travel Industry**

To achieve its goals, Travelport partnered with Beyond to develop a comprehensive data commercialisation strategy. The approach focused on several key areas:

**1. Data Monetisation Strategy:** Beyond worked with Travelport to identify and validate opportunities to create new revenue streams. This involved market testing to evaluate the potential of different data assets and the development of scalable solutions tailored to meet market needs.

**2. Development of Data Products:** The collaboration led to the creation of data products that empowered travel agents and partners with insights into customer behaviour, market trends, and booking patterns. These products were designed to be intuitive and easy to integrate into existing workflows, ensuring they added value without overburdening users.

**3. Empowering Partners:** Beyond provided Travelport with the tools and strategies needed to empower their partners with data-driven insights. This included the development of secure cloud-based solutions and the management of extensive market data sets, enabling partners to optimise their operations and drive growth.

## The impact

# 15%

The data commercialisation efforts contributed to a 15% increase in Travelport's revenue, highlighting the financial impact of effectively monetising data assets.

By providing travel agents and partners with actionable insights, Travelport was able to solidify its position as a leader in the travel technology industry, offering unique value that set it apart from competitors.

The strategy successfully identified and developed multiple new revenue streams, ensuring that Travelport's data assets were fully utilised to drive business growth.

**4. Strategic Market Expansion:** The data commercialisation strategy also focused on expanding Travelport's market reach by creating new products that could tap into emerging markets, ensuring the company remained at the forefront of industry innovation.

## Lessons learned



### **Effective Data Monetisation Requires Strategic**

**Planning:** Identifying the right opportunities and developing products that meet market needs is crucial for successful data commercialisation.



**Empowering Partners with Insights:** Providing partners with data-driven tools and solutions enhances their ability to make informed decisions, driving mutual growth.



**Scalability is Key:** Developing scalable solutions that can be easily integrated into existing systems is essential for ensuring widespread adoption and maximising the impact of data products.

Travelport's journey in data commercialisation demonstrates the power of turning data into a strategic asset that drives revenue and market expansion, positioning the company for continued success in a competitive industry.