

# Travelport selects DataArt to help develop new Hotel Retail platform

DataArt has been selected by Travelport to support continued development of its Hotel Retail product, launched earlier this month, to provide travel agents with an advanced solution for hotel shopping and booking.

The new Hotel Retail tool allows agents to stay within their workflow by delivering everything they need in one place. It is integrated into Travelport's platform, and the company claims it gives Travelport Smartpoint-connected agencies efficient and seamless access to multiple rate types, hotel details, amenities and location information.

The partnership began in August 2016, when DataArt was brought on to evaluate the solution that Travelport was planning to launch to the market. "We chose DataArt to execute a proof of concept (PoC) aligned with our strategic initiative. The goal of the PoC was to validate complex hotel content sourcing and shopping via a new agent application. Using rapid prototyping and customer feedback in a very condensed timeframe, we were able to refine the offering for our target market and confirm the business case. DataArt is now assisting us in bringing this product to market," said Jennifer Smith, chief product owner, hospitality retailing, Travelport.

The graphical interface provides key hotel rates that agents need – corporate negotiated, consortium, and also Travelport Exclusive rates. Additionally, key hotel details, ratings, photos and room amenities are easily accessed in the same view. A combination of Travelport’s APIs and a custom adaption of Travelport’s Hotel Content Plus enables the application to receive key hotel details in seconds.

DataArt is simultaneously delivering two versions of the Hotel Retail application that are compatible with Travelport’s GDSs - Apollo, Galileo, and Worldspan.

“It’s a privilege to work with clients who always seek innovative solutions. Travelport is a driver and technological trendsetter in the global travel and tourism industry. And we appreciate the trust they have put in DataArt to bring their Hotel Retail feature to market,” said Greg Abbott, senior vice-president, travel and hospitality, DataArt.

DataArt also works with companies including the oneworld alliance, Ocado, artnet, Betfair, and Skyscanner.

Original article can be found here:

<https://www.ttgmedia.com/news/technology/travelport-selects-dataart-to-help-develop-new-hotel-retail-tool-10931>