

IBERIA will be first airline to enhance website offerings with introduction of Unaira's unique Destination Services Platform

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The travel industry and consumers will soon see Unaira's unique Destination Services Platform (DSP) broaden its distribution, through a dynamic partnership with the leading European-Latin American airline, Iberia.

The platform, a result of Unaira's collaboration with trusted travel technology provider Amadeus, will offer Iberia.com customers an efficient one-stop travel retail experience. Iberia's online shoppers will benefit by having access to the largest available database of destination services and travel experiences through Unaira's carefully selected content. The DSP services the needs of leisure and business travellers, offering over 7,000 bookable products ranging from tours, event tickets, and destination passes, to transfers, airport lounges, and dining deals.

'By offering high-quality, personalized destination content that is fast and easy to access from a single source, we are able to further improve our customer's shopping experience on the Iberia.com site through added value and new solutions. Working together with Unaira and Amadeus for this implementation was an obvious choice since it meant that we only had to integrate one platform to access worldwide content,' says **Javier Perez Rios, General Manager, Iberia.com** .

The new Iberia.com experience now enables customers to search and pre-book travel activities, entertainment, and services available within their flights destinations. Unaira's selling platform is able to showcase only those products relevant to the user's destination and dates of travel - a true user-friendly innovation that separates Unaira's product from their other travel industry competitors.

Besides greater convenience, Iberia can now offer its customers the best priced travel services, activities, and events, with Unaira offering a 'Low Price Guarantee' on selected tour and activity products from only the most reputable travel service providers. Unaira's ability to provide a diverse range of products stems from working with only the best travel industry content suppliers, such as Gray Line, Viator, Activity Breaks, and Encore Tickets.

'Unaira's market-leading technology provides the airlines' passengers access to a vast array of local providers for a turn-key international booking solution which will benefit both the airlines and their customers. We work with leading providers of local content worldwide to ensure that we offer only the best destination-focused products and services to our clients. The Destination Services Platform offers multi-channel capabilities with a wide product range, and we are looking forward to Iberia's success with our product,' says **Brice J. Bay, President and CEO, Unaira** .

Unaira's collaboration with Iberia is sure to capture the imagination of Iberia.com customers, opening doors to endless trip possibilities and offering truly unique travel experiences.

About Unaira

Unaira is a leading consolidator of destination services and technology provider to the travel and tourism industry. Unaira delivers various providers products through a broad reach of distribution channels. Unaira has developed a platform to aggregate leisure-related products into clear, wide-ranging categories such as event tickets, concert and theatre tickets, city tours, airport lounge passes, transfers and ground transportation and much more. The company supplies all merchant services and reporting to enable a turn-key destination services solution to its distribution partners. Unaira is based in Zug, Switzerland with offices in The Netherlands, the USA and France. More information about Unaira is available at: www.unaira.com.

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