

Qatar Signs Merchandizing Deal with ATPCO

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Qatar Airways has signed a multi-year deal with ATPCO for its Routehappy merchandizing solution, ATPCO announced Thursday.

ATPCO will create and distribute all content types—amenities, universal ticket attributes and universal product attributes—for Qatar to all third-party distribution channels that subscribe to Routehappy. Content will be distributed via indirect channels, according to ATPCO, which added that the deal will enable Qatar to update content for sales channels and partners including Amadeus, Sabre and Trip.com.

With the agreement, Qatar also will have the ability to integrate all Routehappy content types on Qatar's New Distribution Capability channel, according to ATPCO.

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