

NEWS RELEASE

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Lufthansa City Center and OneWorld, A division of Snowstorm Technologies (UK) Ltd. announce preferred global partnership

A shared vision for the necessity of combining online and offline travel services

A trusted travel management company or travel agency will play an increasingly vital role as travel gathers momentum. The traveller is looking for a partner who is there with them both online and offline, ensuring they get the most out of their leisure or business trip, the best price with the latest information. It is this need for a traveller-centric approach that sits at the heart of the new global partnership between Lufthansa City Center and travel technology specialist Snowstorm Technologies.

The Snowstorm OneWorld Desktop product provides LCC members with a single user interface, connecting a huge bookable database of product that the modern travel professional requires from air, hotel, cruise, car and tours to activities. Aggregated from multiple sources, including GDS, NDC, low cost carriers, bed banks, OTAs and direct connect APIs. All personalised to the agency, the integrated travel retailing solution, allows for individual margin management, plus it provides a full business intelligence and reporting suite to understand what the key profit drivers are.

This simple user experience for an agent is then replicated for the corporate traveller through the OneCorporate self-booking tool or on the leisure agencies own website. But the huge product breadth and seamless interaction is only half the story, the core functionality is the OneWorld collaboration tool, creating an interaction between the agent and customer at every stage of the search, booking and travel cycle – complete trip management.

Commenting on the new partnership for their 500 agencies across 85 countries, Martina Groenegres, Managing Director of Lufthansa City Center said, “We are very excited about this partnership with Snowstorm and their leading-edge travel technology. The TMC and travel agent product knowledge is incredible and this now requires an understanding of the ever changing new protocols introduced as a result of Covid-19. The OneWorld and OnePromote products now unite this expertise with an incredible platform and an unbeatable range of products, whilst creating a unique collaboration between the customer and the agent, to ensure a smooth trip every time.”

“We are driven by our vision to provide the TMC and travel agency community with a simple to use, collaborative and innovative booking technology, to help them flourish in the market. The place of an agent in the purchasing chain is more important than ever and we are delighted that Lufthansa City Center are the latest in a growing list of industry leading networks to recognise the power of our platform and adopt it for their members globally.” said Riaz Pisani, Chief Strategy Officer of OneWorld.

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Snowstorm Technologies (UK) Ltd.**OneWorld**

Revolutionary integrated travel retailing solution that provides travel agents with the necessary tools to PIVOT to stay relevant, compete, grow, drive sales and increase profitability in the post Covid-19 environment.

The solution provides agents with a comprehensive Agent Desktop with world class B2B and B2B2C collaborative booking solutions, a powerful mid and back office, a fully integrated Corporate Booking Tool geared for the SME market and a full end to end Lead Generation and Marketing platform.

<https://www.oneworld.com/>

Lufthansa City Center

Founded in 1991, Lufthansa City Center (LCC) is a worldwide travel agency franchiser based in Frankfurt, Germany. They empower independently owned and operated travel agencies by co-branding with LCC. Their focus on the individual, tailor-made customer products for both leisure and corporate customers allows them to combine flexibility and innovation to provide a comprehensive service portfolio. All franchisees are the best at their game in their respective countries. Their LCC concept offers a global program with local relevance to nurture the cultural differences and dynamics required in each market. A global presence with local capabilities ensures the best opportunity for delivering exceptional customer service.

<https://lufthansa-city-center.com/en>