

Beat: Business

CTRIP Signs MOU With ACCORHOTELS To Enhance Chinese Travelers Experience

A Memorandum Of Understanding

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USPA NEWS - Ctrip.com International, Ltd., a Leading Provider of Accommodation Reservation, Transportation Ticketing, Package Tour and Corporate Travel Management and Other Travel-Related Services in China ("Ctrip"[1]), announced that it has entered into a Memorandum Of Understanding regarding its Partnership with World-Leading Travel & Lifestyle Group and Digital Innovator AccorHotels.

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The Partnership will allow Ctrip's over 300 Million Registered Users to access and enjoy Personalized Experiences from AccorHotels' Global Brands Portfolio, ranging from Internationally acclaimed Luxury Brands -including Raffles, Sofitel Legend, Fairmont, SO/, Sofitel, onefinestay, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels- as well as the popular midscale Brands Novotel, Mercure, Mama Shelter and Adagio- to the much-prized Economy Brands including JO&JOE, Ibis, Ibis Styles, Ibis Budget and the Regional Brands Grand Mercure, The Sebel and hotelF1. AccorHotels operates 4,300 Hotels and 10,000 Private Homes in 100 Countries.

The MOU is a Milestone for both Companies to embark on a Deeper Cooperation which will greatly enhance the Growing Chinese Travelers' Journey Globally. The Partnership will focus on four Strategic Pillars, including Highlighting AccorHotels Accredited Hotels more prominently, Building a Flagship Store for AccorHotels, Joint Development of Loyalty Programs and Cooperation on IT.

"We are very excited to be deepening our Partnership with AccorHotels. With the ever growing number of Outbound Chinese Travellers, we are always looking for Ways to provide Better Services for our Customers and with the Deepened AccorHotels Relationship, we are able to offer Magnified Experiences and Property Choices,"[1] said Jane Sun, CEO of Ctrip. "With the Diverse Range of Hotels offered by AccorHotels, Ctrip Customers will have access to a Vast Majority of its Hotels Globally." [1]

"We are pleased to take the Partnership with Ctrip to the Next Level, and proud to be a Privileged Hospitality Partner of Ctrip,"[1] said Sebastien Bazin, Chairman and CEO, AccorHotels. "Our Role is to provide Hospitality Expertise to all Segments of the Market. We want to offer Chinese Guests our Knowhow and Service Skills in order to become their Preferred Hospitality Group. AccorHotels will also Launch its Own Program to train and certify at least 250 Hotels by 2020 on Chinese Optimum Standards. These Properties will be trained to answer Major Chinese Guests' Expectations, aligned with our Strong Ambition on this Market." [1]

"As China's Preeminent Travel Agency, Ctrip, with its over 300 million registered Users is definitely a Strategic Partner of AccorHotels in the Region,"[1] concludes Sebastien Bazin.

The Partnership between Ctrip and AccorHotels marks a Step in Ctrip's Continuous Efforts to provide Cost-Effective, Convenient, High-Quality and Seamless Travel Experiences on its Various Platforms. Ctrip will continue to pursue Ways to provide Members with Dedicated Experiences and Better Services to become a One-Stop Travel Shop, and invite more Global Partners to be featured on Ctrip Platforms.

Source : AccorHotels Group

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