

## Expedia Enters Marketing Partnership With Jin Jiang, China's Largest Hotel Group

2007-01-17

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As part of the agreement, Jin Jiang, which owns and operates more than 250 hotels, from luxury five-star lodging to economy accommodation, will now make its entire inventory of JJIHMC hotels available to Expedia(R) customers.

The new alliance expands upon Expedia's industry-leading inventory in the rapidly growing Asia Pacific market and helps ensure customers receive the best online rates at the hotel of their choice. As the world's foremost online travel network, Expedia provides Jin Jiang with state-of-the-art technology, online travel expertise, targeted marketing opportunities and broad, global reach. The agreement comes as Jin Jiang has completed its IPO on the Hong Kong Stock Exchange and plans to expand outside of China, and grow to 500 hotels and inns by 2010.

"We have set an aggressive strategy for growth in the next four years," said Michael Meade, senior vice president of sales and marketing of Jin Jiang Hotels. "Jin Jiang International Hotel Management Co., Ltd., has introduced a new online distribution strategy including the launch of the Central Reservation System (JREZ) powered by system service provider HUBS1. Expedia is a critical component of that strategy. This partnership enables us to reach a greater audience and increase our brand awareness while providing our customers with the convenience and confidence of booking with the world leader in online travel."

"We are delighted for the opportunity to provide value-added services that link both hotel suppliers like Jin Jiang International Hotel Group and distributors like Expedia together in a real-time fashion," said D. Teddy Zhang, president and CEO of HUBS1. "Through the HUBS1 platform, hotels in China can greatly benefit from Expedia's global network, and at the same time, offer a better booking experience for Expedia's customers. This partnership changes the way hotel inventory is being distributed in China."

"This new partnership with Jin Jiang typifies the kind of flexible, mutually beneficial relationships Expedia seeks to establish with its partners," said Cameron Jones, regional director of Expedia(R) Partner Services Group, Asia Pacific. "By providing Jin Jiang with tailored merchandising and added visibility through Expedia's global network, specifically in North America and Europe, Expedia gives Jin Jiang a market-leading partner to significantly increase the number of high value customers staying at their hotels."

This article comes from Hotel News Resource

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