

Venere.com expands into China through a partnership with DerbySoft

2007-11-09

Venere.com, the European hotel booking specialist providing access to 20,000 properties across Europe and the U.S., has announced it is expanding into China by partnering with DerbySoft, which operates China's hotel switch and provides software solutions to hotels and travel agencies throughout that country.

For Venere.com the increase in inventory in China represents a very important issue: "According to EU and Venere user demand, China is emerging as a top tourist and business destination. Also, in consideration of the upcoming Beijing Olympics," explains Spyros Assonitis - Asia & U.S. Sales Manager at Venere.com, "access to DerbySoft's platform will give us inventory in the most desirable locations in China and real-time availability to our users."

While DerbySoft's switch is a key element of the distribution network for global and Chinese domestic hotel groups including IHG, Hilton, Nikko, and Jinling, it plays an even more important role as the primary means of distribution connectivity for over 700 independent properties in China, a country in which 85% of all hotels are unbranded. "We are pleased to be able to connect with an online travel agent like Venere.com to increase our exposure to new markets," explains Sun Xiuhua, General Manager at Skyfortune Boutique Hotel in Shanghai, who added, "and doing so through DerbySoft allows us to seamlessly manage reservations, prices and availability in real time, increasing our operational efficiencies."

For more information regarding Venere.com, please access its website at www.venere.com or e-mail to pr@venere.com. For more information about DerbySoft, contact dave.revelle@derbysoft.com.

About Venere.com

Founded in 1995, Venere.com is one of the few Online Travel Agencies operating on a global scale, and the only one that focuses exclusively on hotel reservations.

Private equity fund Advent International obtained a majority stake in Venere by acquiring 60% of the company shares in late 2006.

With approx. 20.000 properties and 400.000 hotels reviews online, Venere.com has been experiencing spectacular growth that takes it to the leading position of the industry.

About DerbySoft

Founded in Shanghai in 2002, DerbySoft is a leading technology company serving the hospitality and travel industries in China. It has a growing team of 180 people assisting clients through offices in Shanghai, Beijing, Guangzhou, Chengdu and the U.S.

DerbySoft developed and operates China's hotel switch serving thousands of large international and domestic chain hotels including Hilton, IHG, BTG-Nikko Hotels, Jinling Hotel Group, CTS Hotels and others as well as more than 700 independent Chinese hotels.

On the buyer side, hundreds of Chinese travel agencies, corporate travel offices, online travel agencies and other online distribution channels are connected to DerbySoft's switch.

This article comes from Hotel News Resource

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