

YouTravel.com and DerbySoft Announce Partnership

2008-08-12

Youtravel.com, the premier global resort booking specialist, has announced the first phase of a partnership with DerbySoft, the operator of China's hotel switch and Global Distribution Network.

Initially, Athens-based Youtravel.com will begin distributing its resort content and inventory to Chinese travel agents through DerbySoft's system. In the second phase to be implemented later this year, DerbySoft will distribute the content of its Chinese resort properties through Youtravel.com's system.

Youtravel.com's Group Managing Director Graham Nichols said, 'Youtravel.com was attracted to DerbySoft because it provides access to thousands of Chinese travel agents and hundreds of Chinese resort properties, and due to its ability to make a fast, direct connection between the platforms.'

'This agreement illustrates our intention for continued growth in international sales so we are pleased to announce the agreement with DerbySoft and eager to begin seeing transactions in both directions.'

The direct connection process should take about three weeks to complete and both companies are excited about the potential for new business.

'We look forward to building our relationship with Youtravel.com and helping them to take advantage of the enormous growth in both inbound and outbound Chinese travel,' said Dave Revelle, DerbySoft's Director of Business Development.

About Youtravel.com

Youtravel.com is an easy-to-use resort accommodation company offering exclusive online access to hotels and resorts around the Mediterranean and others worldwide. It features 3,000 hotels in popular destinations throughout Europe - including the Balearic Islands, the Canaries, mainland Spain, Italy, Croatia, Greece, Malta, Turkey, Cyprus - as well as in Egypt, Morocco, Tunisia, Florida, Dubai and the Caribbean. Youtravel.com has operations in the UK, Greece, France, Germany, Italy, Ireland and Scandinavia, and accommodation ranges from family-friendly options to five-star all-inclusive resorts. For further media information contact Louise Prior at Prior PR on 07786 227572 or louise@priorpr.com.

About DerbySoft

Founded in Shanghai in 2002, DerbySoft is a new generation technology company serving the hospitality and travel industries in China. DerbySoft has developed and now 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 1500 independent Chinese hotels. On the buyer side, well over 1000 Chinese travel agencies, corporate travel offices, online travel agencies and other online distribution channels are connected to the switch. Contact: Dave Revelle [dave.revelle@derbysoft.com]

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34015.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html