

Media Information

Travel.ch and Expedia Affiliate Network clinch cooperation deal

Switzerland-based city travel specialist travel.ch has entered into partnership with the US online travel portal Expedia Affiliate Network. Under the deal, travel.ch clients will now be able to access 70,000 additional hotels – and benefit from even lower prices.

Zurich, 26 May 2015 – With effect from May, clients of the Swiss online agency travel.ch have been able to choose from more than 70,000 additional city hotels. In the top destinations Barcelona, Berlin, London and Paris, the portfolio has been increased by some 15%: and in Rome 35%. As a result of its cooperation deal with the US-based Expedia Affiliate Network, travel.ch is now able to offer a choice of some 195,000 city hotels.

For clients of travel.ch, the partnership with the Expedia Affiliate Network will ensure not only a wider choice of flight-hotel offers, but also improved availability and even more attractive prices. Travel.ch CEO Inka Nobel: "Depending on offer, room prices will now be 10% lower than previously."

More background information, more reliable ratings

Further added value for travel.ch clients now includes more detailed hotel descriptions, as well as additional picture material. Inka Nobel: "Concerning French-language hotel descriptions in particular, we have already begun offering considerably more content and improved quality".

October 2014 saw the launching by travel.ch of its new website, including the integration of global data from online reputation management leader "TrustYou". The aim has been to create for travel.ch clients an enhanced reliable overview of hotel ratings. "TrustYou" is the world's largest provider of hotel evaluations, and specializes in seeking, analysing and filtering millions of opinions on the largest portals worldwide. The result – a comprehensive, conclusive and top quality cross-section of all the ratings which guests leave after staying at a hotel.

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About the travelwindow Group and travel.ch

Zurich-based travelwindow (founded in 2000) is a professional full-service travel agency specializing in online travel business. With travel.ch, the travelwindow Group embraces one of the leading neutral online travel portals with a wide range of offers on the Swiss market. Travelwindow also operates travel.at on the Austrian market. Since 2012 the travelwindow Group has been a 100% subsidiary of Hotelplan Holding, which in turn is owned by Migros – the largest retail enterprise throughout Switzerland. The travelwindow Group operates as an independent and neutral online portal for the Swiss market and as a business unit of the Hotelplan Group.