

Hangzhou Tourism Commission and Travelport ink destination marketing cooperation

13 May 2014

Travelport, a travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, and Hangzhou Tourism Commission have today announced a new destination marketing cooperation which will see Travelport assisting and cooperating with the Hangzhou Tourism Commission to increase destination awareness and promote tourism to Hangzhou.

Hangzhou is the fourth largest metropolitan area in the People's Republic of China. The marketing partnership consists of various awareness programs and aims to encourage travellers from France, Germany, the United Kingdom and the United States to visit Hangzhou – a city ranked amongst the most beautiful places in China.

Zhao Hongzhong, Vice Director of Hangzhou Tourism Commission, says, “We are delighted to be working with Travelport to promote tourism to our city. We plan to leverage their global footprint and industry expertise to increase top of mind awareness when travel agents provide destination recommendations for their customers.”

Anna Au-Yeung, Head of Partner Marketing, Asia-Pacific, Travelport, says, “I am pleased that the tourism commission of Hangzhou have selected us to assist with their marketing program to highlight all the sights and sounds city has to offer.”

Travelport Partner Marketing is one of the core elements of Travelport's Beyond Air initiatives consisting of payments, hospitality and advertising. The team helps travel suppliers and organizations increase revenue by maximising communications across Travelport's global distribution network, delivering targeted sales and promotional messages that influence purchase decisions before, during and after the point of sale.

About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

About Hangzhou Tourism Commission

ABOUT HANGZHOU TOURISM COMMISSION

Hangzhou Tourism Commission is a department of the Hangzhou Municipal Government, in charge of tourism and destination management. The commission offers one-stop professional support, advisory services, marketing support and value-added hospitality programs and services to tourists, travel agents, and organizations.

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