

Expedia partners with Protea

BELLVUE, US/CAPE TOWN, SA: Expedia, Inc, reputedly the world's largest online travel company, announced this week that it has signed a global partnership agreement with Protea Hospitality Group, a South Africa-based hotel management company operating nearly 130 properties in eight countries throughout Africa under the Protea Hotels and African Pride Hotels brands.



Under the agreement, Protea Hotels and African Pride Hotels properties will be available for travellers to book on the more than 90 Expedia- and Hotels.com ([hotels.com](https://www.hotels.com)) online travel sites worldwide. The Protea Hospitality Group (www.proteahotels.com) is reputedly Africa's largest and leading hotel company.

This is the first global agreement for Expedia with an Africa-based hotel company. While individual Protea Hotel and African Pride Hotel properties have been available on Expedia and Hotels.com sites in the past, expanding to a global partnership was the next logical step for Protea Hotels, said Danny Bryer, Protea Hotels' director of sales, marketing and revenue.

Extensive selection of lodging options

"We look forward to a successful partnership that will give our entire portfolio of hotels the opportunity to offer dynamic pricing, and to showcase our extensive selection of lodging options to Expedia's vast global audience of travellers," said Bryer.



PROTEA HOTELS

Every month, nearly 60 million shoppers visit Expedia's websites offered in more than 60 countries and 33 different languages worldwide. Hotels that partner with Expedia can display their property on all of its global sites. In addition, Expedia hotel partners have access to strategic insights from local Expedia market managers, who can help hotels create efficient online distribution strategies and advise them on merchandising and promotional opportunities.

"Protea Hotels' footprint in Africa, coupled with their leadership position in the local hospitality industry, makes them a highly desirable partner for Expedia," said Christopher Michau, global lodging strategic accounts director for Expedia. "We're pleased for the opportunity to continue developing our relationship with Protea Hotels, and to establish Expedia's reputation as an important marketing partner for hotels throughout Africa and worldwide."

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