

For immediate release

## **Expedia partners with Australian startup Booking Boss to boost activity offerings**

**Sydney, Australia** - Online travel giant Expedia has shown just how serious it is about ramping up its global tour offerings by partnering with Australian technology startup Booking Boss.

In August, industry observers predicted the travel giant was expanding its involvement with tours and activities, after adding real-time reviews to their website. Expedia is starting to confirm those predictions with a move to implement Booking Boss' revolutionary technology. The partnership will help connect tour operators and trade distributors in a simpler and more efficient way.

Booking Boss CEO Renee Welsh says the system represents a very new category of technology to the travel industry, and one that is helping large distributors such as Expedia, to innovate, capitalise, grow and improve efficiencies in major sectors of their business.

"Expedia can connect in real time via our API to Booking Boss operators, to access real time inventory and availability," says Welsh.

"For the consumer this means instant confirmation, no more vouchers, or waiting at the gates of attractions to exchange your voucher for a valid ticket."

Expedia supplies some 10,000-plus activities to its users and integrates with 400 airlines. The business also offers more than 250,000 hotel and accommodation options.

"These two way connections streamline administration for both the operator and the distribution channel," says Welsh.

"They allow instant confirmation, which is a much better customer experience and as a result of this, operators and distribution channels see an increase in bookings as the customer expectations are met."

"Expedia is really focusing on travel activities as a category and are experiencing a lot of growth in this area so real time connectivity to manage a broad operator base is imperative."

In July Expedia and Tourism Australia joined forces to promote tourism in Australia. The multi-million dollar deal aims to bring international visitors to our shores — with Expedia hosting localised sites in 32 different countries, it's an incredible exposure opportunity for Booking Boss' Australian-based tour operators.

Expedia's online portfolio is robust and includes some of the biggest online travel brands such as; hotels.com, Wotif Group, Carrentals.com and many more.

The partnership was announced at the Expedia Partnership Conference in Las Vegas, USA on December 9, 2015.

---

For more information on the Booking Boss and Expedia partnership and press ready images:

**Contact:**

For interviews and enquiries contact:

Booking Boss CEO

Renee Welsh

02 8015 7598 or 0414 166 421