



Hangzhou Tourism Commission and Travelport ink destination marketing cooperation

Hangzhou, China
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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.