CHINESE TRAVEL SEARCH SITE PARTNERS AMADEUS FOR GLOBAL EXPANSION

News / Airlines

A fast-growing Chinese travel aggregation site has teamed up with Amadeus as it bids to expand internationally.

Shijie99, which targets inbound tourism to China and Chinese travellers in overseas markets, has penned a new multi-year agreement that will give it access to Amadeus' global air, hotel, car rental and rail content. It will also deploy Amadeus' Master Pricer search technology for sales outside mainland China.

"Shijie99 has enjoyed phenomenal growth in China, becoming the leading e-commerce aggregator in a matter of years," said Feng Na, Shijie99's chief operating officer.

"As we look to drive similar success outside of China, collaboration with a global leader like Amadeus is critical. Our partnership means that travellers will have access to the best global content via the best search technology, meeting the needs of travellers today and into the future."

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Sebastien Gibergues, Amadeus' head of leisure online & travel media, commented; "Shijie99 is a powerhouse in China's expanding travel industry, delivering content to the leading travel players. I have no doubt that Amadeus' leading technology and comprehensive global content will support Shijie99 in their international expansion. This is a great match and an exciting partnership, and Amadeus is proud to be part of Shijie99's global growth."

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