

MEDIA RELEASE

CTW Asia-Pacific 2015/ 01

Hotel Reservation Service (HRS) Signs On As CTW Asia-Pacific 2015 Sponsor

Singapore, 25 February 2015 – Eager to leverage on the opportunity to exclusively engage some 150 quality attending corporate travel buyers from across Asia-Pacific, Hotel Reservation Service (HRS), Europe’s leading hotel portal for business and private travellers has come on board as a CTW Asia-Pacific 2015 silver sponsor.

CTW Asia-Pacific’s dedication and track record of delivering this niche buying segment cements HRS’ confidence in the event as a powerful platform that provides outreach to the corporate buying segment. Todd Arthur, Managing Director of HRS explained, “CTW Asia-Pacific offers a unique opportunity to increase our brand awareness, and the ability to directly engage 150 top corporate professionals to showcase our best-in-class hotel solutions through our sponsorship.”

As the global leading hotel solutions provider, HRS understands that with the shift in dynamics of the global business travel industry towards Asia-Pacific, and the maturing of the corporate travel market in the region, demand from both corporates and travellers alike increases pressure on suppliers, especially accommodation providers. “Accommodation forms a large part of a traveller’s expenditure, yet it remains widely unmanaged across the region. Today, most companies in the region have limited visibility of the hotel category except through expense data, which does not allow for compliance, duty of care or budget tracking prior to the expenditure taking place,” shared Todd.

In answer to this greater need for sophistication to manage corporate travel spend, HRS offers over 250,000 business hotels available globally in a single portal, coupled with a variety of innovative, free-of-charge tools that cover the whole value-add chain of the hotel booking process and provide valuable hotel attachment, negotiated rates and clear visibility. According to HRS, their solution allows corporates to better manage the accommodation component of their travel programme in the region. As he elaborated, “HRS’ unique value proposition helps companies achieve both cost-saving goals and travellers’ satisfaction.”

At the sponsored coffee break, corporate travel professionals will have the opportunity to understand in-depth how HRS is providing immediate and ongoing ROI to over 40,000 customers globally. “With the increased pressure on duty of care, reduced hotel capacity and lack of consistent visibility, HRS consultants will demonstrate how to optimise processes while delivering on duty of care objectives, increasing hotel capacity and hotel attachment while increasing traveller satisfaction,” Todd concluded.

As the only event in the Asia-Pacific region with the largest hosting program for Corporate Travel Buyers, CTW Asia-Pacific validates and handpicks 150 applicants from diverse industries across the region every year. The event receives interest from over 400 registrants throughout the year. Successful delegates hosted to each CTW Asia-Pacific comprise of key decision makers who plan, execute, influence corporate travel matters within their organisations.

Ooi Peng Ee, General Manager of event organiser TTG Events, highlighted the benefits of sponsoring at CTW Asia-Pacific. “What makes CTW Asia-Pacific unique is the breadth and depth of its education offerings developed with leading industry practitioners. This makes it a must-attend event for leading corporate travel buyers from around the region.”

Interested sponsors can contact ctw@ttgasia.com for more details on customised sponsorship packages.

For more information, log on to www.corporatetravelworld.com/apac

About HRS Corporate – The Hotel Solutions Provider

HRS is a global hotel solutions provider and offers its more than 40,000 corporate customers worldwide a variety of tools and services free of charge, which cover the whole value chain for the entire hotel booking process – from hotel procurement, over booking transactions and innovative payment solutions to the transmission of relevant data for the analysis of the accommodation expenses. HRS individually looks after its customers and develops tailored solutions that allow expense savings, increase employee satisfaction and facilitate travel management. Intelligent end-to-end solutions for conference and group bookings complete the offered services for companies. Further information at www.HRS.com

About CTW Asia-Pacific 2015

29 September to 1 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

The Leading Corporate Travel Management Conference For The Asia-Pacific

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific’s corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions.

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