



## Serko and GTA Strike Strategic Partnership to Enhance Hotel Content for Corporates

Auckland, New Zealand. 11 October 2017 – [Serko Ltd. \(SKO.NZ\)](#) A leader in online travel booking and expense management for business, today announced a new strategic partnership with Gullivers Travel Associates (GTA), a world leader in the provision of accommodation and travel services. The agreement, along with a number of others signed this year, supports Serko's strategy of increasing content revenue and makes Serko one of the single largest hotel metasearch platforms for corporate programs.

The partnership gives Serko customers access to tens of thousands of GTA's unique hotel suppliers and the ability to book their own negotiated rates, as well as GTA's exclusive discounted rates, through Serko Online, [serko.travel](#), and the soon-to-be-launched premium platform, Zeno.

Darrin Grafton, Serko CEO, said: "This is a really important partnership for Serko and lays another major foundation for Serko's global expansion. We see this as more than just a hotel content partnership but a strategic initiative as part of our Zeno vision to bring measurable direct and indirect benefits to our clients through hotel content as well as additional value-added services."

John Stucci, Vice President Sales and Marketing, Pacific at GTA commented, "We are very excited about our strategic partnership with Serko. Serko is a leader in business travel booking technology and services in this region and is expanding globally. GTA and the Hotelbeds Group are determined to build on our position as the global B2B leader in the provision of travel product and services. We strongly believe our provision of contracted rates from accommodation, transfers and tour providers in 190 countries, combined with our 24/7 global traveller and agent support teams will deliver real value to Serko's customers and their business travellers."

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**About Serko**

Serko is Australasia's leading online travel booking and expense management solution provider and is listed on the New Zealand Stock Exchange Main Board (SKO.NZ). Serko employs more than 100 people worldwide, with its HQ in Auckland New Zealand, and offices in Sydney Australia, Xi'an City and Foshan China.

Serko Online, which includes integrated travel and expense management capability, is used by more than 6000 organisations and is sold by most Travel Management Companies in Australasia.

serko.travel is Serko's small and medium enterprise proposition targeting companies in Australia and New Zealand with less than 150 employees. It allows smaller organisations to self-onboard and make/change bookings online at no cost 24x7.

**Visit:** [www.serko.com](http://www.serko.com) and [www.serko.travel](http://www.serko.travel) for more information.

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**About GTA**

GTA is a world leader in the provision of accommodation and ground travel services to the global travel industry. GTA has been the power behind some of the biggest and best in travel for decades, who trust them to deliver because of their wealth of experience, privileged relationships and on the ground expertise. With a portfolio of more than 50,000 unique suppliers, GTA's technology-driven approach supports nearly 40,000 bookings every day and supplies 12 million room nights annually to travel partners in 190 countries.

GTA recently joined the Hotelbeds Group, the world's number one bedbank and a business-to-business provider of services to the global travel industry. A strategic integration plan is now

underway to integrate both GTA and Tourico Holidays – which joined the Group in June – into Hotelbeds Group in a phased approach.

Joan Vilà, Executive Chairman of Hotelbeds Group commented: “With both GTA and Tourico Holidays now part of our family, we can focus on realizing our ambition of becoming the very best travel trade partner by providing access to the best teams, products and data analysis in the industry, all backed up by an innovative technology platform.”

<http://hotelbedsgroup.com/news-room/news/hotelbeds-group-confirms-position-leading-distributor-hotels-and-ancillaries-travel>

Visit [www.gta-travel.com](http://www.gta-travel.com) for more information