

News release

## **Ctrip launches new overseas hotel reservation platform**

### **Over 200,000 bookable hotels in 167 countries**

SHANGHAI, Aug. 16--Ctrip, China's leading online travel services provider, has officially launched a new overseas hotel reservation platform granting Chinese travelers booking access to over 200,000 overseas hotels in 167 countries, making Ctrip's bookable hotel inventory the biggest of all Chinese travel agencies. Ctrip's pursuit of the overseas hotel market has accelerated its pace of internationalization and further consolidated its role as a leader in China's online travel service market.

This new platform has the advantage of localization and adapts to the needs of Chinese travelers' by closely following their booking habits. Data about overseas hotels, including prices, reviews and pictures, are displayed in Chinese and according to Chinese customer preferences, making reservations simple and convenient. In addition, over 2,000 customer service representatives are available 24-hours a day to offer assistance to Chinese travelers, no matter where they are in the world. The new platform also offers Chinese travelers a choice of payment options including prepay and payment at the hotel.

“More importantly, Ctrip provides Chinese travelers with the best prices on overseas hotels,” said Xiaoliang Ding, Ctrip's Vice President. “Through direct connections with overseas booking channels, we can get accurate, real-time prices and room availability. Ctrip constantly strives for excellence and holds its reservation services to the highest standards.”

According to Xiaoliang Ding, Ctrip's overseas hotels are mainly from three sources: Booking.com, the leading worldwide online hotel reservations agency; internationally renowned hotel groups like Marriott, Hilton and Shangri-La and existing Ctrip partnerships with overseas hotels.

Ctrip and Booking.com have a comprehensive and thorough cooperation. Direct connection gives Ctrip instant access to all of Booking.com's most up-to-date hotel information, and

reservation, payment and confirmation can all be carried out on Ctrip.com, making it a convenient one-stop shop.

"Ctrip.com is the leader in China's rapidly growing online travel market and we are excited to work with them and make our global hotel collection available to their customers," said Mr. Darren Huston, Booking.com's Chief Executive Officer. "This will also give Booking.com's accommodation partners a new opportunity to serve even more travelers from the Asia-Pacific region."

"Ctrip will offer Chinese travelers the most abundant hotel information at the best prices," said Mr. Min Fan, Chief Executive Officer of Ctrip, "After the launch of this new overseas hotel booking platform, our overseas hotels, flight tickets and vacation packages will be greatly enhanced—we will be able to provide Chinese travelers with a 'one-stop' overseas hotel service. I believe this will drive internationalization and propel Ctrip into the next stage as a world-class travel service provider."

#### About Ctrip

Ctrip, founded in 1999, is headquartered in Shanghai with branch offices in 16 other major Chinese cities including Beijing, Guangzhou and Shenzhen and service coverage in 70 destinations in Mainland China. As China's leading travel service provider, Ctrip serves over 60 million registered members with comprehensive on and offline services, including hotel reservations, flight ticketing, packaged tours, corporate travel management and restaurant reservations.

#### About Booking.com

Booking.com, founded in 1996, is headquartered in Amsterdam, the Netherlands. The leading worldwide online hotel and accommodations reservations agency, Booking.com serves leisure and business markets worldwide and guarantees the best prices for over 237,000 hotels in 173 countries.