

HeyTrip and Expedia Partnership Delivers Proven Results in Global B2B Hotel Distribution



Guangzhou, Guangdong Sep 1, 2025 (IssueWire.com) - HeyTrip, a leading China-based B2B hotel booking platform, achieved a 59% YoY growth in Expedia Group bookings through Rapid API integration.

Read the full report to see how this API-driven strategy, combining global inventory access, margin optimization, and scalable technology boosted booking conversions.

Strategic partnership with Expedia: A Milestone in HeyTrip's Global Expansion

The partnership with Expedia marks a major step of HeyTrip's ongoing international expansion strategy, which has seen the company's rapid growth across key global markets. This success is supported by our broad distribution networks, trusted compliance, and strong technology capabilities.

By integrating with Expedia's Rapid API, one of the most dynamic connectivity solutions in global travel distribution, HeyTrip significantly expanded global hotel inventory, activated more profitable B2B distribution rates, and delivered a more seamless experience to its downstream travel partners.

The key resources we unlocked via Rapid API:

- Over 750,000 global hotel properties
- B2B Distribution Rates from more than 31,000 properties
- Additional commission incentives across 51,000 properties
- High-quality descriptions and high-resolution images

For Expedia Group, the partnership extended the reach of its rapidly growing B2B travel business, ensuring greater visibility and demand generation for its extensive network of hotel partners worldwide.

The Challenge: Limited Competitiveness in Global Reach & Hotel Rates

Both upstream hotels and downstream distributors face common challenges in the B2B travel ecosystem.

- Maintaining competitive yet profitable hotel rates
- Overcoming high technical barriers for API integration
- Dealing with fragmented workflows and slow confirmations

The Solution: Unlocking Global Resources and Efficiency

By integrating Expedia's Rapid API with its own technological capabilities, HeyTrip addressed the above pain points directly by:

- **Exclusive B2B Rates for Higher-Value Demand**

Securing exclusive B2B rates by leveraging Rapid API's powerful endpoints such as `sale_scenario` and `marketing_fee_incentives`, HeyTrip was able to prioritize high-margin rates in its algorithm and booking UI. This gives distributors access to non-public pricing that attracts high-value clients—reducing cancellations and raising margins.

- **Lightweight API for Global Hotel Access**

Enabling partners to connect a vast multi-channel global hotel inventory integrated by HeyTrip, dramatically reducing integration costs and improving efficiency for distributors of all sizes.

- **Standardized Content for Higher Conversions**

Combining Expedia's rich property data with HeyTrip's content mapping, partners receive clean, accurate, high-resolution content.

End-to-end support for all partners

Providing end-to-end support so both large TMCs and smaller distributors can scale with confidence through faster confirmations and reliable service.

The Results: Measurable Growth in Bookings and Margin for All Partners

The outcomes of this partnership were both immediate and significant:

- **+8.0** percentage point YoY increase in HeyTrip B2B mix share
- Nearly **300%** growth in HeyTrip's share of Expedia Group commission-incentive bookings
- **+46%** YoY growth in commission earnings from Expedia Group

For upstream hotel clients, the collaboration increases access to high-value international travelers, premium corporate travel demand, and consistent B2B sales channels. For downstream distributors

such as TMCs, DMCs, and wholesalers, HeyTrip's integration with Rapid API enhances their ability to source competitive rates, richer content, and more reliable confirmations — ultimately improving profitability and customer experience.

"The achievement of our collaboration with Expedia Group validate the effectiveness of HeyTrip's global resource integration strategy and technology-driven platform, said Bormar, HeyTrip's Founder & CEO, "this is not just about expanding inventory—it builds a smarter, high-value B2B hotel distribution ecosystem for our partners, and we will keep investing to empower partners worldwide to share in sustainable growth."

Looking Ahead: Strengthening HeyTrip's Position in Global Travel Technology

HeyTrip remains committed to expanding its B2B hotel sourcing and API connectivity capabilities, while exploring new opportunities in corporate travel solutions, dynamic packaging, and cross-border distribution.

The company will continue to collaborate with global partners like Expedia Group, to unlock new value and drive sustainable growth in the global travel ecosystem.

For more details, please refer to Expedia Group's official announcement:

<https://partner.expediagroup.com/en-us/resources/case-studies/heytrip-expands-supply-distribution>



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