

[Duff on Hospitality Law](#)

# OTA & Travel Distribution Update: Radisson partners with Hotelbeds; Expedia offers more details on its partner recovery program

07.09.20 01.07.26

Perhaps it was Canada Day or the Fourth of July holiday weekend, but last week was relatively quiet in the distribution world. Enjoy.

## Radisson Partners With Hotelbeds

*("Radisson Hotel Group Partners With Hotelbeds," Jun 29, 2020 via Hotel Business)*

Last week, Hotelbeds announced that it had entered into a preferred partnership with Radisson Hotel Group through which Hotelbeds will distribute "preferential" or "special" rates and inventory of 1,100 Radisson hotels through Hotelbeds' network of 60,000 trade-connected wholesale and retail (travel agency) channels. Hotelbeds has been actively promoting this "full-service" intermediary role for some time now, particularly following Marriott's announcement regarding its new Expedia partnership.

## [Further Details Released on Expedia's Destination Relief Program](#)

*("Expedia Group Media Solutions Launches \$25M Relief Program," Jul 1, 2020 via Hotel Business - News)*

Expedia Media Group Solutions has released further details regarding its previously announced destination relief program, which is part of Expedia's broader \$275 million commitment to assisting its travel partners. Expedia Media Group Solutions is providing \$25 million in advertising relief, which includes products, programs and media value from Expedia Group's family of brands. Destinations and tourism organizations as well as lodging, transportation and activities partners seeking to promote a destination through standalone and co-op campaigns need to apply by September 1st.

Other news:

## [Booking Marketing Chief Skeptical Rentals Will Recover Faster Than Hotels](#)

*Jun 30, 2020 via Skift Travel News*

Booking.com's Senior Vice President and Chief Marketing Officer Arjan Dijk gave a feisty interview at Skift

Forum Europe, touching on his skepticism about Airbnb CEO Brian Chesky's bold predictions about the future of travel, the marketing strategies of his competitors, and whether aid programs for the industry make sense.

### **[Tripadvisor CEO to Trade Traffic Goals for More Repeat Usage](#)**

*Jun 30, 2020 via Skift Travel News*

The CEOs of both Booking Holdings and Expedia Group have, in recent months, used the term "connected trip" to describe a vision of combining disparate trip elements into a package they service at all stages. But Tripadvisor prefers to focus on a concept it calls "the considered trip." That's the word from Tripadvisor Co-Founder, President and CEO Steve Kaufer, who spoke with Skift Executive Editor Dennis Schaal for Skift Forum Europe, which took place Tuesday.

### **['Not a Generic Name': Booking.com Wins Trademark Fight at U.S. Supreme Court](#)**

*Jun 30, 2020 via Reuters UK – Technology*

The travel reservation company Booking.com, a unit of Booking Holdings Inc, deserves to be able to trademark its name, the U.S. Supreme Court decided on Tuesday, overruling a federal agency that found it too generic to merit protection. The court decided 8-1 that the U.S. Patent and Trademark Office was incorrect when it denied the company's application to trademark the name Booking.com, with the justices finding it distinctive enough that the agency should have approved it.

Posted in [OTA Update](#)

## Authored by

[Greg Duff](#)

[Principal|Seattle](#)

[206.816.1470](tel:206.816.1470) [greg.duff@foster.com](mailto:greg.duff@foster.com)