

Search Archives



- Europe, Middle East & Africa News Archives**
- Airlines & Airports
- Associations
- Business
- Car/Limo Rentals
- Corporate Cards
- Country Information
- Cruises and Sailing
- G.D.S. / C.R.S.
- Hotels & Resorts
- M.I.C.E.
- M.I.C.E. Events
- M.I.C.E. Venues
- People
- Rail
- Technology
- Tech - Communications
- Tech - Computers
- Tech - Photography
- Travel and Tours
- Travel Agents
- Travel Management
- Asia Pacific News & Archives
- Central & South America News & Archives
- North America News

Travel Management

Print Article
 Email Article
 Share Article

July 19, 2012
BCD Travel Partners With routeRANK To Provide Trip Planning

BCD Travel, the world's third largest travel management company, has announced its partnership with routeRANK Ltd, an award-winning travel technology company that provides travelers the ability to weigh productivity and the environment in their travel decisions and gives them full visibility of the various modes of transportation available. The innovation partnership marks the commitment of both companies to delivering powerful new trip planning capabilities to managed business travel.

In a single search, routeRANK's unique engine pulls together an extensive list of possible routes and transportation modes that a traveler should consider in getting from point A to point B. routeRANK blends traditional sources with less traditional ones used by business travelers like public transportation routes and schedules as well as drive times and fuel prices. This gives the traveler a bigger picture of travel options. Users can lay out the journey that's best for them -- whether their decisions are driven by price, scheduling, the ability to work or sleep en route, or the trip's environmental impact.

For example, a traveler might learn her journey's first leg is cheapest if she drives her own car, but taking the train for that same segment would let her work for two hours. Search options include flights, trains, public transportation, driving routes and video conference locations. It's especially helpful to travelers who are visiting destinations for the first time and are unfamiliar with public transportation options and local drive times.

"Until now, no single solution has been able to provide travelers with commercial, public and personal transportation options so they can piece together trips as they see fit. We want to provide a travel planning alternative that gives travelers more say in how to best put together their journey while still driving bookings straight through our client's preferred channels," said April Bridgeman, BCD Travel SVP Strategic Marketing. "Our partnership with routeRANK lets us complement the information currently available while adding route and mode options in a very useful way."

First targeting customers with heavy European travel, BCD Travel will offer a planning capability that is lightly integrated with the client's online booking tool. Agents can also be equipped with the same information to support traditional bookings. Future development efforts will target deeper integration in the online booking process and the incorporation of corporate policies and rates at the point of sale.

Introducing
EXECUTIVE COMMENTARY

ExecutiveCommentary provides an exclusive opportunity for companies to comment on industry related topics; to introduce new products or services; to announce new executive appointments; to support participation in major industry conferences, trade shows or events... to deliver your exclusive company announcements to Odyssey Media Group subscribers and to visitors to the Odyssey Media Group websites.

Only one company can participate each issue.



North America News
Archives

Resource Center

"BCD Travel and routeRANK share a strong commitment to customer choice. This offers powerful benefits for the customer and for the environment," said routeRANK Chairman and Founder Jochen Munding. "The companies are perfectly matched as innovation partners."

www.bcdtravel.com

www.bcd-nv.com

routeRANK

routeRANK provides a software solution for travel planning. Unlike other solutions that consider only one means of transport at a time, routeRANK addresses the entire travel route by integrating rail, road and air connections. In a single search, routeRANK's patent-pending technology finds and ranks the best possible travel routes, allowing users to sort them according to their priorities such as price, travel time and CO2 emissions, leading to substantial savings in cost and time, and benefiting the environment at the same time.

Custom developed versions of the proprietary software are offered to corporate customers and organizations, for their internal use or use on their own website, in both travel and logistics. Small and medium size companies in particular can easily sign up for the Standard Professional version and website owners benefit from the routeRANK widget.

www.routerank.com

To learn how Odyssey Media Group can assist you with your editorial and advertising strategy, contact:

Colin J. Holden, Publisher & Managing Editor

Tel: (604) 543-7375

E-Mail: colin@odysseymediagroup.com

Skype: colinjholden

Odyssey Media Group

Global Head Office: 26-16318 82nd Avenue
Surrey, British Columbia, Canada, V4N 0N9

Tel: (604) 543-7375

E-Mail: info@odysseymediagroup.com

Website: www.odysseymediagroup.com
