

Avoya Travel and Priceline Enter ‘Complex’ Partnership

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[Avoya Travel](#) has entered into a partnership with Priceline which will give its network of independent agencies access to the OTA giant’s vast hotel, air and car rental system.

The announcement was made at the host agency’s annual conference at Club Med’s Sandpiper Bay Resort in Port Saint Lucie, Fla., by Rick Schneider, vice president of sales & strategic partnerships, Priceline partner network.

Schneider said the “complex” partnership, to launch in a few weeks, took four to five months to negotiate. Under the deal, Priceline’s hotel, air and car rental inventory will be integrated with Avoya’s Agent Power and available to its network of some 750 agencies.



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The Agent Power operating system offers integrated booking engines, access to Avoya's unique Live Leads program, commission reports, a CRM, agency support resources, and more.

Schneider said agents will find it easy to book—and search for—hotels, air and car rental. Hotels, for example, can be searched by price, amenities, location and other categories.

The airline interface too is user-friendly with all major airlines represented except for Delta, Schneider said. The carrier has pulled out of most OTA affiliate programs but Priceline hopes to change that before the launch of the Avoya partnership, Schneider added.

All transactions through the partnership will be branded as Avoya, not Priceline. Commission levels, however, have yet to be worked out.

In answer to a question about working with an OTA—travel agents' traditional nemesis—Avoya Co-President Van Anderson told TravelPulse, "There's nothing wrong with using the expertise of others. This partnership will improve our customers' experience and improve our agents' efficiency."

"It's unrealistic to think we could put together a hotel program that is world-class," Anderson said, and "world-class" is the goal of every program Avoya undertakes.

The same thinking applies to air as it does to hotels.

Avoya Co-President Brad Anderson later said the Priceline partnership "solves the problem of [Avoya] not having a good air program. With specialization, we can't do it all. We have to pick business partners that do what we don't do."

