

BTP Automation Partners with Tripkicks on Hotel Sourcing Innovation

LA QUINTA, CALIFORNIA, UNITED STATES, January 24, 2023 /EINPresswire.com/ -- [BTP Automation](#), an industry leader in SaaS, real-time data-driven hotel sourcing solutions, announced a strategic partnership with [Tripkicks](#), an industry leader in influencing business traveler behavior to help corporate travel programs better achieve their goals.

This partnership incorporates BTP's proprietary hotel sourcing platform, which delivers real-time hotel spend, sustainability performance visibility, and proactive automation for compliance and negotiations. In partnering with BTP, Tripkicks will incorporate BTP-sourced hotel data to ensure that business travelers have visibility into the various amenities and benefits offered by properties within their preferred corporate travel programs. Tripkicks presents enhanced information to business travelers at the point of sale, helping to guide them in selecting the best option.

"Hotel sourcing has become known as a painful annual process for corporate travel and procurement managers. BTP is providing a modern solution for this problem - with new technology and automation. Our partnership will help corporations further optimize the value they receive from their preferred hotel providers," said Tripkicks CEO Jeff Berk.

"As we look to continue our growth in the market, partnering with Jeff and the entire Tripkicks team has been a wonderful experience. Not only are they a leader in this space, but we also share similar start-up DNA with a passion for driving innovation in business travel.", said BTP Automation CEO Bruce Yoxsimer.

About Tripkicks

Tripkicks is a business travel technology powerhouse, equipping companies across the world with the tools to achieve their travel program goals and enhance the experience of their travelers. As a simple add-on to corporate travel programs, Tripkicks enables travel managers to influence booking decisions by providing travelers with actionable insights and practical guidance. With Tripkicks, travelers are empowered with the information and tips they need to discover the best options and achieve a successful trip. Tripkicks is based in New York City, and works with enterprise clients around the world.

For more information, visit <https://tripkicks.com/>

About BTP Automation

Business Travel Performance (BTP) Automation, Inc. has developed the corporate travel industry's first and only adaptive business travel management system. BTP provides continuous data-driven refinement of the negotiated hotel program that considers actual travel patterns and changing market conditions. It can automatically and dynamically renegotiate program terms and conditions throughout the hotel program life cycle. The entire system can be fully automated, eliminating the need for manual RFP generation and delivery.

For more information, visit <http://www.btpautomation.com>

Annette Cumming

BTP Automation

annette@btpautomation.com

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