

Duff on Hospitality Law

## Shifts in Travel Tech: DerbySoft's Airline Foray, Expedia's VRBO Strategy, and a Deeper Amadeus Partnership

By Greg Duff on 4.16.24 | Posted in Online Travel Update

As you can see from our short list of stories below, it was a relatively quiet week in the online travel world. I hope you enjoy:

- **DerbySoft Moves Into Airline Industry.** Hotel distribution connectivity provider, DerbySoft, announced plans last week to acquire China-based Pkfare. Pkfare provides connectivity services for hotels similar to DerbySoft, but also provides those services to approximately 600 airlines (an industry that DerbySoft has not yet penetrated). Terms of the deal were not disclosed. The companies plan to maintain their independent businesses, with certain back of house functions integrated.
- **Expedia Exploring Sponsored Listings for VRBO.** The same sponsored listings (a/k/a advertisements) that Expedia and Hotels.com feature today on their respective websites may soon make their way to VRBO. In a recent interview, Rob Torres (SVP of Media and Affiliate Solutions at Expedia) identified the listings as something he'd like to change at VRBO. Airbnb does not currently provide an advertising platform on its site.
- **Additional Thoughts on Recently Announced Expedia and Amadeus Partnership.** Last week we included the recent [announcement](#) by Expedia and Amadeus regarding their newly expanded technology relationship, an expansion that will allow Expedia to offer Amadeus' New Distribution Capability (NDC) content. By moving away from the decades old technology offered by the major GDS providers to NDC, Expedia will soon be able to offer its users many of same products and services offered through airlines' own channels – seat selection, pre-flight services and onboard products and services.

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### [DerbySoft Acquires Pkfare and Expands into Airline Industry](#)

*April 11, 2024 via Skift Travel News*

DerbySoft is one of those companies that lives in the background of the travel industry but plays an important role. It's behind the online sales for many hotels, and now it is for airlines, too. Justin Dawes Share DerbySoft, a hotel distribution tech company, is expanding into the ...

### [Expedia Is Considering Ways to Introduce Sponsored Listings on Vrbo](#)

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*April 9, 2024 via Skift Travel News*

Short-term rentals could be the next frontier for sponsored listings. Hotels are difficult enough, but vacation rentals may be even more complex to get right. Dennis Schaal Share Sponsored listings on Expedia.com and Hotels.com are a “significant” portion of Expedia Group’s advertising business, and the company is considering ...

### **Expedia Wants New Features With Amadeus NDC Partnership**

*April 4, 2024 via Skift Travel News*

Very slowly, the New Distribution Capability is enabling online travel agencies to catch up with the services that airlines offer on their own websites. Dennis Schaal Share It wasn’t too long ago that if you booked a flight through an online travel agency, you couldn’t pick your seat ...