

## **Tourico Holidays Partners with Nordic Choice Hotels**

### *Global Travel Wholesaler Reports Strong Inbound & Outbound Hotel Growth from Nordic Region*

**LONDON, UK – August 30, 2016** – [Tourico Holidays](#), the world's fastest growing wholesale travel brokerage company, today announced a new supplier partnership with Nordic Choice Hotels, one of the largest hotel groups in the Nordic region. Tourico will now sell Nordic Choice's inventory – consisting of 187 hotels and more than 32,000 rooms across 5 countries – to its 4,900 distribution clients.

Over the last year, Tourico has seen a 20 percent increase in inbound hotel bookings in the Nordic region. Leading source markets driving the inbound growth included China (400 percent), India (89 percent), Mexico (59 percent), Colombia (26 percent), and Canada (113 percent).

“As demand for Scandinavia continues to increase, our partnership with Nordic Choice will allow us to offer travelers and clients even more reputable hotel inventory in the region,” said Niklas Pettersson, Regional Director of Product Development in the Nordics and Baltics for Tourico Holidays. “Conversely, our unique global client network will help Nordic Choice fill even more rooms and diversify their customer base – ensuring an already very successful hotel group will continue to grow into the future.”

As a source market, the Nordic region's outbound hotel bookings increased, as well. Year-over-year bookings from the region sharply rose by over 30 percent, led by bookings to Latin America (55 percent), North America (20 percent), Asia Pacific (10 percent) and Europe (10 percent).

“The Nordic travel ecosystem is currently in a very healthy, sustainable place right now,” Pettersson said. “Local suppliers are noticing a steady growth in demand from other regions of the world, while Scandinavian consumers, travel agents, and distributors continue to book travel themselves.”

#### **About Tourico Holidays**

Tourico Holidays is a leading global travel distribution company that contracts directly with travel providers, such as hotels, flights, cruise lines, attractions, car rentals, vacation homes and more. Tourico Holidays works on a high-volume, wholesale model to broker this inventory to over 4,900 clients in 100 countries using proprietary technology.

#### **About Nordic Choice Hotels**

Nordic Choice Hotels consists of 5 hotel chains: Clarion Hotel®, Clarion Collection®, Quality Hotel™ and Comfort Hotel®, as well as 10 independent hotels.

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