

European Visa cardholders save on hotel bookings with free access to Bidroom



Visa partners with Bidroom, a membership-based hotel booking platform, to offer European cardholders six months free access to the service

London, UK – 16 May 2018 – Visa today announced a three year partnership with hotel booking service, Bidroom. The partnership provides all European Visa cardholders¹ six months free access to the membership-based platform.

In the EU, almost half (49%) of internet users have booked holiday accommodation or travel via the internet².

As more and more consumers turn to online travel agencies to book their travel, Bidroom offers an alternative method of finding affordable hotel accommodation online. The platform provides a 0% commission private booking channel with direct reservations, in turn Bidroom asks hotels to provide members between 5%-25% discount compared to the advertised prices on major hotel booking platforms.

European Visa cardholders can register at visa.bidroom.com to enjoy six months free access to the membership-based booking platform enabling them to browse through over 120,000 hotels and apartments worldwide. After the six month trial, a yearly subscription to the membership-based platform is available to European Visa cardholders at a discounted price (GBP24.50/EUR 29.50).

“As the appetite for global travel continues to grow we’re always looking for new ways to make travelling easier and more rewarding for our cardholders. Whether it’s for business, a holiday or visiting friends and family, we’re excited to offer all European Visa cardholders access to this alternative hotel booking platform” said Mike Lemberger, Senior Vice President Products and Solutions, Visa in Europe.

The Bidroom offering to European Visa cardholders is powered by the Visa Developer Platform <https://developer.visa.com> using Visa APIs (Application Programming Interface) to simplify the digital onboarding process. To sign up for the six months free trial, European Visa cardholders can confirm eligibility by simply inputting their Visa card number into visa.bidroom.com, eligible cardholders will immediately progress through to the sign up page.

1 European Visa cardholders are defined as individuals or businesses with a Visa card issued in one of the following 38 countries: United Kingdom, Ireland, Gibraltar, France, Andorra, Italy, Portugal, San Marino, Spain, Vatican City State, Israel, Turkey, Croatia, Bulgaria, Cyprus, Greece, Romania, Malta, Slovenia, Denmark, Sweden, Finland, Norway, Lithuania, Estonia, Latvia, Iceland, Austria, Belgium, Germany, Luxembourg, Netherlands, Switzerland, Czech Republic, Hungary, Poland, Monaco and Slovakia.

<http://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20170801-1?inheritRedirect=true>

“We’re proud that Visa is determined to support worldwide travelers by inviting them to leverage our platform. It’s yet another win for the tourism industry. Our strategy of removing booking fees not only makes travel more affordable but also increases revenue for hoteliers, who in turn can refocus on providing customer satisfaction,” said Michael Ros, CEO of [Bidroom.com](https://bidroom.com).

About Visa Inc.

Visa Inc. (NYSE:V) is the world’s leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company’s relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit our website (www.visaeurope.com), the Visa Vision blog (vision.visaeurope.com), and [@VisaNewsEurope](https://twitter.com/VisaNewsEurope).

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About Bidroom.com

Bidroom.com is a membership-based hotel booking platform with +120,000 hotels and apartments under 5% to 25% room discounts as compared to competitive booking websites. Our community supports the tourism industry and worldwide travelers. Hoteliers receive direct reservations at 0% commission, and in turn, they’re able to offer better prices to their guests. Founded in 2014 in the Hague with offices in Amsterdam and Krakow. Visit bidroom.com and start booking under better rates today

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For more information, visit www.visaeurope.com