

May 27, 2020

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## Alliance Reservations Network Raises the Bar in Travel Booking Technology with Trip Authority™

**Leveraging parent companies RCI and Wyndham Destinations, Trip Authority™ scales growth for select corporate clients.**

ORLANDO, Fla., May 27, 2020 /PRNewswire/ -- Alliance Reservations Network (ARN) announced a significant evolution of its B2B travel booking product as a result of its [new relationship](#) with [RCI](#), the world's largest vacation exchange network as part of Wyndham Destinations (NYSE: WYND). This evolution comes with a new platform name, Trip Authority™.



"The impact of ARN joining forces with RCI and [Wyndham Destinations](#) is being felt in Trip Authority™," said Peter Strack, President of Alliance Reservations Network. "Together these formidable companies have elevated an already robust platform that serves a wide range of industries."

ARN's travel booking platform, which provides travel booking for companies with large captive audiences, already provided an intuitive travel booking experience for hotels, car rentals, and airfare in a flexible travel platform that provided B2B partners with powerful business tools. With Trip Authority™, ARN raises the bar.

Trip Authority™ is a multidimensional travel technology that wraps itself around the end customer through dynamically adaptive algorithms. The customizable branded user experience and dynamic pricing and commission features are just a couple of the key benefits that demonstrate the versatility of the platform.

### **Branded User Experience & Profit Power**

ARN is committed to "building your brand, not our own," as their company slogan says. Staying true to that, Trip Authority™ offers a completely customizable interface and proprietary tools that give customers complete branding power over what products their end-users ultimately see, feel and experience.

Beyond simply the look and feel, however, the platform takes the branded user experience several steps further. Trip Authority™ molds everything from inventory offering and price points to rewards and loyalty integration around the customer's business model. In this way, the travel platform becomes a business extension that is hyper-targeted to the customer's needs.

Trip Authority™ aims to meet the end user's exact needs, increasing conversion and thus revenue.

### **How to Request Consideration for Trip Authority™**

Companies interested in applying for access to Trip Authority™ can visit [tripauthority.com](http://tripauthority.com).

### **About Alliance Reservations Network**

Since 1995, Alliance Reservations Network has created cutting-edge private-label travel booking engine technology services fulfilling billions of dollars in travel revenue from travelers around the world. As one of the first travel booking engine platform providers on the Internet, Alliance has powered thousands of affiliate travel sites and has created proprietary software to service individual leisure, corporate, association, and group and event clients across the globe. Learn more at [www.alliancereservations.com](http://www.alliancereservations.com).

### **About RCI**

RCI is the worldwide leader in vacation exchange, housing a unique portfolio of brands. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI offers its approximately 3.8 million members access to more than 4,300 affiliated resorts in 110 countries. RCI's luxury exchange program, The Registry Collection® program, is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI's portfolio of brands also includes Love Home Swap, one of the world's largest home exchange programs, DAE, a direct-to-member exchange company, and @Work International, a leading provider of property management systems. RCI is part of Wyndham Destinations (NYSE:WYND). For additional information, visit our [media center](#) or [rciaffiliates.com](http://rciaffiliates.com). RCI also can be found on [Facebook](#), [YouTube](#) and [Twitter](#).

### **About Wyndham Destinations**

Wyndham Destinations, Inc. (NYSE:WYND) believes in putting the world on vacation. As the world's largest vacation ownership and exchange company, Wyndham Destinations offers everyday travelers the opportunity to own, exchange or rent their vacation experience while enjoying the quality, flexibility and value that Wyndham delivers. The company's global presence in approximately 110 countries means more vacation choices for its four million members and owner families, with more than 220 resorts which offer a contemporary take on the timeshare model - including vacation club brands Club Wyndham®, WorldMark® by Wyndham, and Margaritaville Vacation Club® by Wyndham- 4,300+ affiliated resorts through RCI, the world's leader in vacation exchange, and 9,000 rental properties from coast to coast through Wyndham Vacation Rentals, a professional manager of vacation rental properties. Year after year, a worldwide team of 25,000 associates delivers exceptional vacation experiences to families around the globe as they make memories to last a lifetime. At Wyndham Destinations, our world is your destination. Learn more at [WyndhamDestinations.com](http://WyndhamDestinations.com). Connect with us on Twitter: @WynDestinations; Facebook: @WyndhamDestinations; Instagram: @WyndhamDestinations; YouTube: @WyndhamDestinations; and LinkedIn: @WyndhamDestinations.

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