



TripActions Launches Industry-Leading VIP Offering

September 13, 2021

Global offering backed by Reed & Mackay rewrites the playbook for premium corporate travel

LONDON and PALO ALTO, CA, September 13, 2021—TripActions, the fastest-growing travel and spend management platform, today announced the launch of an exclusive Reed & Mackay-operated offering for global VIPs. Combining the user-first experience of TripActions technology with expert consultants from Reed & Mackay, the new offering is the first customer-facing collaboration from the [recently joined companies](#) and sets a new standard for modern, premium VIP corporate travel and spend.

TripActions clients that employ the VIP program will gain access to [the only offering on the market](#) able to deliver high-end, worldwide support paired with a cloud-based, user-first technology platform. A behind-the-scenes integration enables Reed & Mackay consultants to work within an advanced and proprietary agent environment that has evolved over more than a decade, enabling unrivaled high-touch service.

“The joint offering that TripActions and Reed & Mackay have brought to market solves the once-impossible task of blending premium service with modern cloud technology and support,” says Ariel Cohen, Co-founder and CEO of TripActions. “While our travelers are already exceptionally served by the core travel and spend offering at TripActions, enterprise customers need access to bespoke, exacting service for executives and C-suite leaders. Now with TripActions, businesses have the best—and only—solution for high-touch VIP.”

VIP clients supported by the Reed & Mackay team enjoy enhanced service that includes corporate jet bookings, incident management, boutique itinerary management, fast-track immigration, and black car service, all delivered by tenured travel consultants with more than 15 average years of experience.

“Reed & Mackay has cultivated a pedigree of premium corporate travel service and technology for our clients over the last 60 years, and it’s a privilege to share that capability with the VIP clients of TripActions,” says Fred Stratford, CEO at Reed & Mackay. “This new offering will create the hands-down best premium offering for current and future clients of the group—and it’s the first of many collaborations to come.”

Central to the expanded offering is the absolute and unchanged commitment to serving the specific needs of both Reed & Mackay and TripActions customers. Reed & Mackay’s clients will continue to receive their full dedicated service and tailored offering without changes, all underpinned by the company’s proprietary technology. Select TripActions clients are already using the new VIP experience, and a waiting list for additional customers has been established. Across the board, all clients will benefit from the enhanced scale and buying power of the combined group.

“TripActions and the Reed & Mackay team had everything ready for us during the surprisingly-fast implementation,” says Kara King, Staff Accountant at edX, a recently-launched VIP client. “With this expanded service, I’m confident that we’ll receive excellent service for our EAs and VIP travelers at every step of the trip.”

About TripActions

Fast becoming the default for corporate travel and expenses, TripActions is the leading cloud-based T&E platform that combines industry-leading tech with best-in-class travel agency service. Trusted by more than 5,000 companies globally, TripActions empowers organizations with real-time data to make business decisions and provides flexible T&E management tools that enable them to adapt to changing market conditions to keep traveling employees safe, control costs, and save money. Learn more at [tripactions.com](#).

About Reed & Mackay

Reed & Mackay delivers corporate travel and event solutions, helping businesses to connect effortlessly across the globe. Established as a family business nearly 60 years ago, today, Reed & Mackay is recognised as the global leader for delivery of extraordinary service in the travel and events arena. Born from close working relationships within the financial, legal and insurance sectors, Reed & Mackay combines inspired service with state-of-the-art technology to create a level of travel and event management like no other and deliver value that you might not believe possible. In May 2021, Reed & Mackay became part of the TripActions Group and continues to operate as a standalone brand.