# TripActions Selected by HEINEKEN for Global Travel Program

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**TripActions Selected by HEINEKEN for Global Travel Program To Power Safe Return To Travel**

**Brewer focuses on duty of care and sustainability efforts in return to travel**

**LONDON, 13 May, 2021** —TripActions, the leading, cloud-based travel and spend management platform, today announced that it has been selected by HEINEKEN, the world's most international brewer, as of 1 May, 2021, to manage the Netherlands-based company's return to travel. This adds to TripActions' roster of recent enterprise wins and growing momentum in Europe.

Led by the Heineken® brand, HEINEKEN, which has a portfolio of more than 300 international, regional, local and specialty beers and ciders, is committed to innovation, long-term brand investment, disciplined sales execution and focused cost management.

At HEINEKEN their employees are their most valued asset. TripActions was chosen because of its focus on the traveler experience, duty of care and forward thinking technology. HEINEKEN recognized the alignment between the two organizations' shared vision of the future of business travel and digital innovation.

Following an extensive process, TripActions was selected by HEINEKEN because of its modernized, global and traveler-centric approach, full 360-degree traveler visibility, a portfolio of sustainability tools, and access to global inventory.

"Travel technology is more critical than ever before — both to ensure a safe and seamless experience for the business traveler and to deliver the essential duty of care that businesses require," said Chris Vik, SVP of Sales in EMEA at TripActions. "We look forward to partnering with HEINEKEN and providing a unique user experience, as well as high-end service, through our innovative technology."

Recent examples of such innovative technology include TripActions' Return to Travel feature suite, which offers businesses and their travelers real-time data and industry-leading tools like a live traveler map and a digital health passport. New features also include sustainability-focused granular emissions reporting and carbon budgeting functionalities, making TripActions' user-first, consumer-grade product offering the best fit for HEINEKEN's values.

Additionally, TripActions' in-house support agents, distributed around the world, will support HEINEKEN's geographic footprint. With 24/7/365 service over chat, email, and phone from multiple offices and in local languages, TripActions' global support capabilities proved essential to serve HEINEKEN's international points of sale around the world.

"As restrictions start to ease, we are delighted to be partnering with HEINEKEN to help restart their travel program so that employees can travel again and experience the consumer grade UX that has modernized, global enterprise travel solutions," said TripActions co-founder and CEO Ariel Cohen.

**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 HEINEKEN**

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. HEINEKEN is committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. It employs over 80,000 employees and operates breweries, malteries, cider plants and other production facilities in more than 70 countries. Follow us on LinkedIn, Twitter and Instagram.