

BCD Travel leads the way with first-of-its-kind end-to-end solution for travel management in China

Challenge

A Chinese customer has 80% domestic travel spend. As local industry restrictions prevented the company from launching its standard online travel tool in China, BCD had to support the client offline, which was highly inefficient.

Approach

BCD and the client worked closely to implement the TMC’s proprietary online booking tool TripSource® China and pilot an end-to-end integration with Concur Request and Concur Expense, the first of its kind in China.

Results

The innovative end-to-end solution has transformed the entire booking process, resulting in more efficiency, savings on hotel rates, improved duty of care and a better overall traveler experience.

A global software company partnered with BCD Travel to pilot an end-to-end integration with BCD’s online booking tool (OBT) TripSource China, pioneering a seamless system that connects travel requests, booking and expense management. There was no precedent for a live, end-to-end integration in China connecting tools like Concur Request, TripSource China and Concur Expense. After overcoming a series of complex technical and operational challenges, the project went live in July 2024, setting a new benchmark for innovation in the region.

Challenge

The Chinese customer has 80% domestic travel spend, which is booked offline. Due to the Chinese restrictive digital landscape preventing the company from launching its standard online travel tool in this market, BCD had to support the client offline which was highly inefficient. The client sought a solution to improve the process.

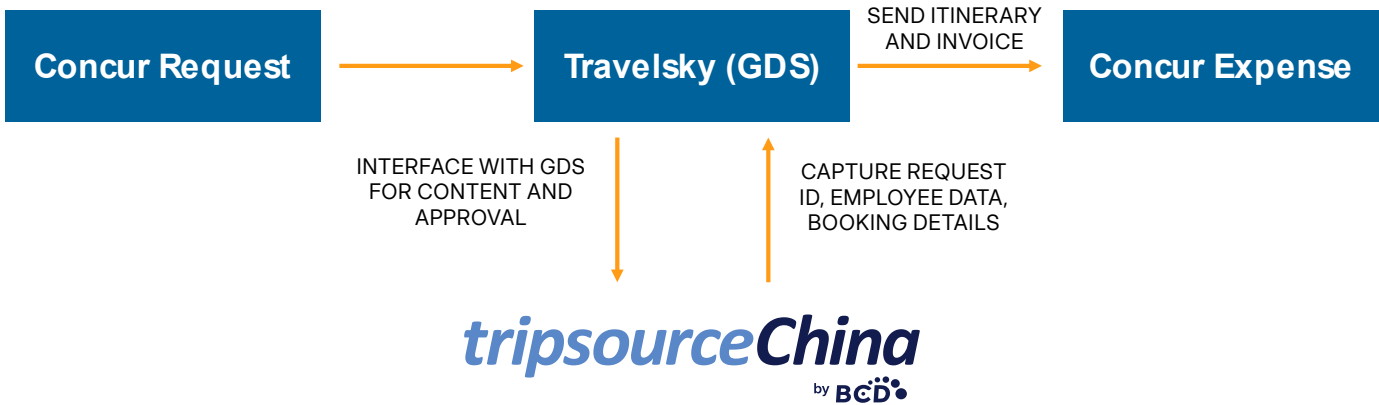
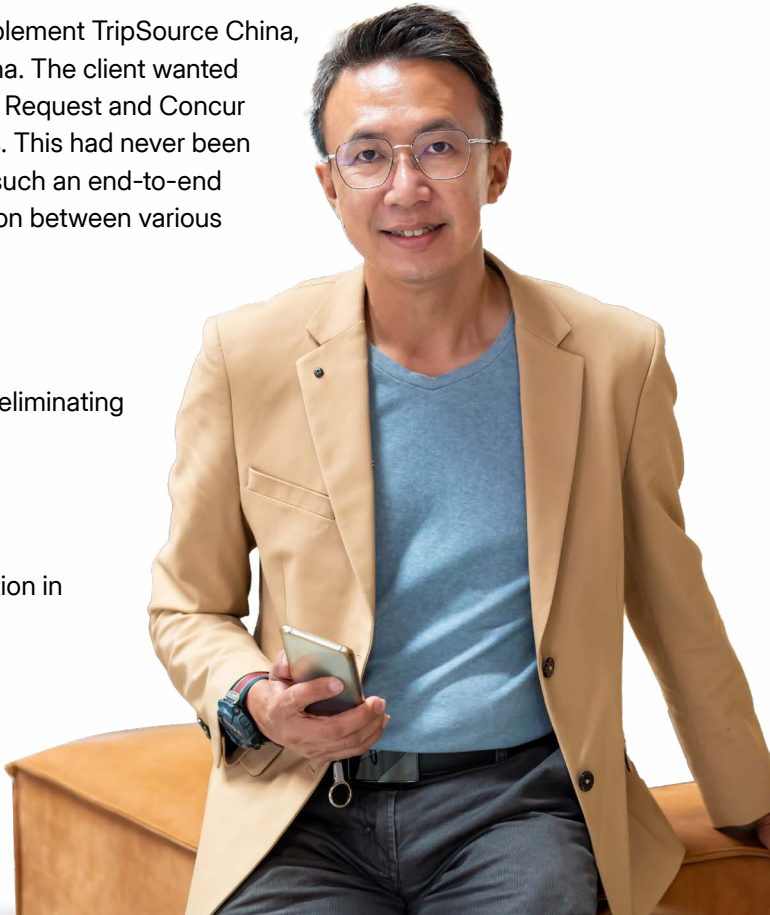
Approach

In May 2023, BCD and the client embarked on a project to implement TripSource China, BCD’s proprietary OBT designed specifically for clients in China. The client wanted to test a fully integrated connection between the OBT, Concur Request and Concur Expense for managing the entire booking-to-expense process. This had never been tested or launched before, making BCD the first TMC to pilot such an end-to-end integration in China. The project required extensive coordination between various global, regional and local stakeholders.

Key developments during the project included:

- Integrating HR feed for automated traveler profile updates, eliminating manual uploads
- Introducing single sign-on for seamless traveler access
- Piloting the first ever end-to-end booking-to-expense solution in China

BCD’s Director of Technology Bill Bao and National Program Manager Betty Deng played a crucial role in managing the collaboration between cross-functional teams to ensure a successful rollout.



Results

After a year of diligent planning and execution, the end-to-end integration went live on July 1, 2024. TripSource China is currently live for domestic flights (while preparing for international flights to be activated in the second half of 2025), showing a progressive adoption from the start.

With the vast hotel content available in TripSource China, employees have also embraced the OBT for hotel bookings. Previously, employees booked outside the program which made it difficult for the client to know where travelers were staying and ensure duty of care. With hotels now increasingly being booked through the OBT, the company has better visibility to keep travelers safe while also benefitting from lower rates through reduced hotel leakage.

Early adoption data from the first six months shows:

- **Hotel booking adoption** surged from zero to over 57% of bookings now completed online.
- **Domestic air booking adoption** climbed steadily from 2.8% in early July to more than 58% in early 2025.
- The company booked **1,117 hotel rooms in 2024** through BCD, compared to just 198 in 2023.

The innovative end-to-end solution has created a smoother, more efficient booking process, generated significant hotel savings, enhanced duty of care and improved the overall traveler experience.

Next steps

After the initial success, the next steps for 2025 include:

1. Providing international flights in TripSource China, starting with the top 10 segments (to be activated in the second half of 2025)
2. Expanding access to include temporary executive bookers supporting the client’s executives with their travel bookings

With these advancements, BCD and the customer are well-positioned to further improve the traveler experience and increase OBT adoption in 2025.

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This integration marks a major step forward in streamlining our travel management process in China. By moving from manual, offline bookings to a fully connected digital system, we are improving efficiency, enhancing the traveler experience, and setting a new industry standard. Partnering with BCD Travel on this pilot has been instrumental in making this vision a reality.

Regional Travel Manager Asia-Pacific Japan at global software company

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We’re proud to collaborate with our Chinese customer on this groundbreaking initiative. This pilot is more than just a technology integration—it’s about transforming the way corporate travel operates in China. By connecting TripSource China, Conquer Request and Conquer Expense, we’re paving the way for a smarter, more seamless travel experience for companies across the region.

Betty Deng
National Program Manager at BCD Travel