

**BUSBUD PARTNERS WITH LOCAL BUS OPERATOR AND EXPANDS TO PORTUGAL**

**Travelers are now able to search, compare and book bus tickets from the largest bus operator in Portugal, Rede Expressos.**

**MONTREAL - July 10th, 2018** - Busbud, the world's largest intercity bus booking website and app, has announced its new partnership with Rede Expresso, adding bus route inventory in Portugal. Travellers are able to book intercity bus tickets in Portugal on Busbud, joining existing coverage in North America, Europe, Latin America, Southeast Asia and South Africa. With the addition of Portugal, Busbud now offers a world leading inventory of bookable bus trip options in 80 countries worldwide.

Marin Vallee, Busbud's Director of Partnerships and Strategic Alliances for Europe, comments on the geographic supply expansion: "We've made great strides recently for our customers in terms of global supply expansion: recently, we've expanded into Southeast Asia, then, Southern Africa and now, Portugal. Our dedicated efforts to cover more bus routes worldwide shows our continued commitment to make Busbud the clear global leader for online bus travel."

**Growth of tourism: an opportunity to seize**

Portugal is home to over 10 million people and welcomes more than 12 million tourists and visitors annually. "In 2017, the number of foreign tourists visiting Portugal rose nearly 12 percent last year to a record 12.7 million people, we saw an opportunity to extend our online offer to serve better both local and international bus travellers" adds Vallee.

**Busbud most valuable asset: strong partnerships**

Since its creation in 2011, Busbud has partnered up with over 1,300 bus operators to offer its customers the most extensive bookable bus coverage in the world. Both travelers and bus operators recognize Busbud as a known leader for its global supply.

"Rede Expressos is thrilled to be partnering with Busbud. Being the leading road transport company in Portugal we are very happy to have our services available on a platform like Busbud, which will undoubtedly bring our services to a much wider audience around the globe. We hope this new endeavour will bring us to more customers, namely on the South and North-American markets. We are aiming to show Portugal to new travellers, promote our transport services in a global fashion and help Busbud grow its business all the while" commented Miguel Coomans, Marketing & Commercial Director, Rede Expressos

"Our most valuable asset is the relationships we build with both our partners and customers. As Busbud continues to make bus travel more accessible, our company focus remains the same: continue our global expansion and become the clear and obvious online bus travel marketplace", says Vallee.





### **Portugal expansion by the numbers**

Number of bus routes added: 11,660

Number of cities added: 446

### **About Busbud**

Busbud, the world's largest city to city bus online marketplace, allows customers the world over to easily search, compare and buy bus tickets in more than 80 countries, covering over 17 000 cities with more than 2200 bus operators and offers its users the choice of 16 languages and 30 currencies. Busbud is available on the web at [busbud.com](http://busbud.com) or by downloading the Busbud app for free on either iOS or Android stores.

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