

[Long term partnerships sealed with key properties in the Middle East, Turkey & Africa](#)

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Dubai, 06 May 2015 - Hotelbeds, the No.1 Global Bedbank, announced today at the Arabian Travel Market that it has taken the exciting step of making long term commitments at selected properties in gateway cities across the Middle East, Turkey and Africa.

This innovative way of growing Hotelbeds' hotel portfolio decreases the financial risk for our hotel partners, breaking from the traditional net or commissionable rate contracting models, and presents an alternative distribution model to hoteliers. It also provides our customers with real time and translated hotel contents with very attractive margins. On a year-to-date basis, Hotelbeds has signed three times as many preferential and protected deals in comparison with the same period in 2014, reaching over 150 new agreements in the Middle East, Africa and Turkey.

In words of Carlos Muñoz, Managing Director of Hotelbeds: "META is one of our fastest growing regions around the world and these agreements are just another proof of our commitment to it. With this new formula for the region we aim to provide our clients with flexible high margin and an exclusive hotel portfolio, while offering a truly long term, consistent and guaranteed revenue stream to property owners, as well as the opportunity to form preferred partnerships with a leading distribution channel like Hotelbeds."

After a very successful 2014, the Middle East and Turkey maintain the upward trend as popular destinations. Turkey stands out as the most visited country in the area, followed by the United Arab Emirates and Qatar. Istanbul, Dubai, the Turkish Coast, Doha and Abu Dhabi are the preferred destinations for travellers.

About Hotelbeds

Hotelbeds (www.hotelbeds.com) is the No.1 Global Bedbank with an online database of over 72,000 hotels in 180 countries. For the year ended 30 September 2014 Hotelbeds sold 22.5 million roomnights and outperformed the market with 19% growth in TTV (Total Transaction Values) to €2.3billion.

Hotelbeds was founded in 2001 and belongs to the global provider of travel services Hotelbeds Group, which trades in more than 180 countries. Hotelbeds Group is part of TUI Group, the world's number one leisure travel company.

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