

Hotelbeds Group partners with OPEN CAMP to be its B2B exclusive distributor

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- OPEN CAMP is the first park in the world dedicated to the universe of sport.
- Hotelbeds Group's Transfer and Activity Bank (TAB) business unit will be the official ticket distributor.

Palma de Mallorca, 27 June 2016. In collaboration with Hotelbeds Group, a new milestone was reached in Barcelona. OPEN CAMP, the world's first sport-theme park, has opened its doors in Barcelona's emblematic Olympic Games facility. Visitors who come to this new concept of theme park will experience the thrill of running where their sporting heroes have run before and competing to be the best in Barcelona.

More than 30 attractions, including sports activities, museums and shows, are available from June to September for all sports fanatics who want to enjoy then adrenaline rush of being a world-class basketball player or the world's fastest man or women.

As with any other big sporting event, participants will also have the opportunity to be part of a closing ceremony in the magnificent Olympic Stadium.

Hotelbeds Group's Transfer and Activity Bank (TAB) business unit is the exclusive B2B ticket distributor. This deal forms part of its quest to lead the activities and transfer segment of the tourism industry. OPEN CAMP, with its innovative online options to explore and experience the park before, during and after your visit, is an example of TAB's focus on being at the forefront of tourism technology and innovation.

The roadmap is to export the concept to other Olympic cities and to make TAB a worldwide ticket wholesaler!

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