

[Hotelbeds Group innovates with launch of APitude Cloud](#)

Submitted by AnnaMonreal on Tue, 08/11/2016 - 09:50

- Phase-two response to high customer demand following APitude launch
- Anticipates customer need for faster response times via cloud platform
- Additional new functionalities incorporated
- Launch cocktail party celebration takes place at WTM tonight from 5:30 pm

London, November 8, 2016 - Hotelbeds Group, the business-to-business provider of services to the travel industry globally, today launches **APitude Cloud** - a cloud-based version of the API connectivity suite launched by Hotelbeds at last year's World Travel Market.

APitude Cloud has been created as a phase-two response to high customer demand for APitude and anticipates the need of customers for faster response times delivered via the decentralized server structure offered by the cloud - with servers for Asia and the Americas to be launched by late 2017.

Additionally APitude has incorporated new functionalities in the BookingAPI, and the ContentAPI. These will include booking modifications, more advanced filters to help clients find exactly what they need, the introduction of e-Vouchers, and an updated hotels list in order to further enhance the developer experience.

Sam Turner, Bedbank Sales Director at Hotelbeds Group, commented: *"We are really excited to already be entering into this second phase with APitude following great demand and feedback from customers since launching only a year ago this week. Not only can we now offer faster response times via the cloud, we've also increased functionalities such as booking modifications, more advanced filters and the introduction of e-Vouchers. This step forward will help us to continue focusing on what OTAs and Tour Operators demand: simplicity. For anyone who would like to find out more please come to our launch party where we will be serving cocktail drinks this evening at World Travel Market (GV515 Stand)."*

APitude is the fastest and lightest hotel distribution API in the market. It enhances the developer experience by making the integration process easier, faster and more intuitive - allowing partners to develop their own travel website or mobile app using Hotelbeds' product portfolio more easily than ever before. Via the app partners gain access to over 100,000 hotels, 19,000 transfer routes and 12,000 activities offered by Hotelbeds Group in a simple and agile way.

The launch of APitude Cloud is the latest element in Hotelbeds Group's commitment to innovation. It continues the company's quest to simplify the B2B distribution of accommodation across the entire travel value chain. Under the banner *"we love simple"*, Hotelbeds aspires to adapt all aspects of its product and service delivery to meet the needs of its varied customer base of 35,000 intermediaries from across the 120+ source markets where it operates worldwide.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally.

The Group's proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach,

revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 100,000 hotels, 19,000 transfer routes and 12,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Intercruises (shore side cruise solutions), TT Services (visa outsourcing) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB).

The company is headquartered in Palma de Mallorca, Spain and has 6,150 employees working across over 150 offices globally.

In the financial calendar year of 2014 / 15 Hotelbeds Group sold around 26 million room nights and achieved a Total Transaction Value (TTV) of €3.8 billion.

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