

## **Bedsonline takes off in emerging markets - growing up to 200% in 2015-16**

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- Over the past year the company has focused its strategy on internationalisation and investment in Asian and American markets.
- Bedsonline has also strengthened its worldwide sales team by appointing new Country Managers in strategic markets.

**Palma de Mallorca, November 30, 2016 - Bedsonline**, the leading global provider of online accommodation and ancillary products which exclusively caters to travel agencies, today announced total revenue growth in some markets of up to 200% for its key product, accommodation, in the financial year ending September 30, 2016.

These results are particularly relevant in fast-growing markets located mainly in the Americas and Asia, especially the United States (+ 25%), Colombia (+ 200%), Chile (+ 95%), China (+ 35%), the Philippines (30%) or Japan (+ 180%).

Bedsonline has also experienced over 4% growth in Europe, despite a very tough year for the market due to terrorist attacks and geopolitical uncertainty - with some overall markets even suffering a decrease in sales.

**Carlos Feliu, Sales Director of Bedsonline worldwide**, highlights the expansion that the company has experienced in recent years: *"At Bedsonline we have opted for internationalisation, strategically overtaking our competitors in markets with great potential and exceeding our expectations in countries such as the United States, Colombia, Chile, the Philippines, China or Japan. We operate in 30 countries where we have more than 120 professionals giving support on a daily basis to the over 30,000 travel agencies that rely on Bedsonline to make their reservations. Thanks to the commitment and motivation of our local teams we have become, by far, the online platform with the most presence globally."*

During the last few months, Bedsonline has strengthened its commercial team worldwide, appointing new Country Managers in strategic markets: Miguel Sánchez de Tagle in Mexico, Cosme Maíz in Spain, Tom Bell in the UK & Ireland and, most recently, promoting Amanda Spencer to lead the sales area in the United States & Canada.

Over the next year the firm will continue to expand its sales force in countries with great growth potential both in America and Asia.

### **About Bedsonline**

[Bedsonline](#) is the leading global provider of accommodation and travel ancillary products that exclusively caters to travel agencies. It distributes through its online platform accommodation, excursions, tickets and transfers to more than 30,000 travel agencies in 30 countries.

The company stands out for its extensive portfolio - over 100,000 hotels in 185 destinations, 19,000 transfer routes in 140 countries, and 12,000 activities in 120 countries - to offer a personalized local

service through an intuitive and easy-to-use online booking tool. In this way Bedsonline guarantees high availability and competitive prices to the great satisfaction of its clients.

The business-to-business online provider has focused its strategy in recent years on the expansion of new markets in Europe, America and Asia, such as Germany, Czech Republic, Mexico, United States, Colombia, China, Japan or the Philippines. This strategic vision has led the company to occupy a position of advantage in the industry.

Bedsonline is part of Hotelbeds Group, the business-to-business provider of services to the travel industry globally. The Group is headquartered in Palma de Mallorca, Spain, and has 6,150 employees working across 153 offices globally.

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