

## **Hotelbeds Group continues to strengthen Transfer & Activity Bank (TAB) offering with TrekkSoft partnership to power real-time bookings**

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- TrekkSoft's technology will be integrated into Hotelbeds Group's platform to benefit both suppliers and clients via increased upselling opportunities.
- Increase in TAB's portfolio by over 2,000 activities - to reach more than 14,000 activities globally.
- Partnership forms part of Hotelbeds Group's strategy to triple sales for its Transfer & Activity Bank over coming years.

**Palma de Mallorca, June 1, 2017** - Hotelbeds Group, a leading bedbank worldwide and business-to-business provider of services to the travel industry, has continued to strengthen its fast-growing Transfer & Activity Bank (TAB) business with a strategic technology partnership to power real-time bookings with TrekkSoft AG, a Swiss-based software solutions company that connects tour and activity suppliers to their customers online and offline.

This partnership sees the implementation of TrekkSoft's technology into TAB's Hotelbeds Group booking platform in order to power real-time bookings. This will benefit Hotelbeds Group's large portfolio of over 35,000 travel selling partners such as online travel agencies, travel agencies, tour operators and airlines. TrekkSoft's inclusion will help to optimize the overall sales process and offer a more scalable contracting model, reducing the time to market for all new products available on Hotelbeds Group's distribution channels - including both Hotelbeds and Bedsonline. It will also open up more opportunities for last minute, in-destination bookings and a better guest experience for ticket validation.

Existing and new activity suppliers to TAB will additionally benefit from TrekkSoft's streamlined contracting process to upload products seamlessly, as well as through the ability to sync direct channels such as website and point of sale with the TAB distribution network.

Additionally, this partnership will bring an additional 2,000 plus activities to Hotelbeds Group's TAB business, an increase of roughly 16% that takes the total number of activities available on the platform to over 14,000 globally. Around 70% of this new product is mostly focused on guided tours and city sighting as well as bringing a new segment of outdoor recreation and adventure sports to Hotelbeds Group's platform such as sky diving, paragliding, rafting and skiing among others.

This development follows Hotelbeds Group's announcement last November at the World Travel Market in London of an ambitious plan to triple sales in its TAB business along with a commitment to expand its product portfolio to deliver best-in-class technology.

**Javier Arévalo, Transfer & Activity Bank's Managing Director, commented:** *"As pioneers of the activities bank offering, we have worked very hard to build our portfolio and benefited from a virtuous circle of increased product leading to increased bookings. But this partnership with TrekkSoft will be transformative for our business, optimizing both booking and contracting by simplifying the process for suppliers and enabling travel sellers everywhere to upsell more in the travel booking cycle. We remain on target to triple our revenues over the coming years and look forward to making further announcements soon."*

**Álvaro de Nicolás, Chief Information Officer at Hotelbeds Group added:** *"Our travel partners*

*continue to need the most effective, efficient and profitable ways of serving travelers. That's why our travel agencies and OTAs continue to need one platform, one place, where they can access and book a wide but relevant range of travel options in the most efficient way possible. And that's why we continue to invest in the expertise, technology and right partners that are required to keep pace – and that's why we've chosen to work with TrekkSoft."*

**Jon Fauver, Chief Executive Officer of TrekkSoft, says of the partnership:** *"Our integration into Hotelbeds Group's booking platform is an exciting development for the tours and activities segment. We're very proud to be partnering with the global leader in the distribution of activities and transfers and look forward to helping both TAB's providers and travel sellers reduce complexity, increase efficiency and boost margins."*

Hotelbeds Group's Transfer & Activity Bank (TAB) is the world's leading online distributor of transfers, tours and activities. It provides both the industry and the end consumer with a consolidated range of in-destination products worldwide. The company currently offers over 20,000 transfer routes and – with the announcement of this partnership – over 14,000 activity options in more than 650 destinations. These activities include theatre, sport and theme park tickets, excursions and car rental products. TAB's products are distributed to more than 35,000 travel intermediaries globally in 120 source markets via the Hotelbeds Group distribution platform.

## **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 120,000 hotels, 20,000 transfer routes and 14,000 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.

## **Hotelbeds Group Media contacts:**

### **Arenalia Comunicación (Europe)**

Laia Jardí /Eguz Anon

[ljardi@arenalia.com](mailto:ljardi@arenalia.com)/ [eanon@arenalia.com](mailto:eanon@arenalia.com)

Tel. +34 660 201 020

**Communications Department**

Antonia Aguiló

Senior Manager of Media Relations & Corporate Affairs

[a.aguiló@hotelbeds.com](mailto:a.aguiló@hotelbeds.com)

Tel. +34 638 874 038

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