

## **Hotelbeds Group announces 87% growth in sales via airline channel during the last three years**

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- Total Transaction Value (TTV) of accommodation and other ancillaries sold by airlines via Hotelbeds Group platform increased by 87% over last three years.
- More than 50 airlines worldwide are currently connected to Hotelbeds Group's portfolio of travel products.
- Recent Tourico Holidays integration will accelerate business consolidation in the vital North American market as well as in Europe and Latin America.

**London, September 7, 2017** - [Hotelbeds Group](#), a leading bedbank and the business-to-business provider of services to the travel industry globally, has announced today that during the last three years there has been an outstanding 87% growth in the TTV of sales in its airline travel ancillary business – which provides airline partners with ancillary revenues from the sale of accommodation, transfers, in-destination activities, and car hire services available via the Hotelbeds Group platform.

This strong growth is the result of an ambitious and long-term strategic plan to position Hotelbeds Group as the leading B2B specialist within the airline sector worldwide by building on three core principles:

1. Having a superior global product range of not just accommodation, but also transfers, in-destination activities and care hire.
2. Offering unrivalled technology solutions that are easy to integrate and maximize the upselling opportunity of ancillaries.
3. Proving a reliable and consistent customer experience, delivered by experienced professionals with a proven track-record.

In recent years technology has emerged as a key decisive focus for airlines in selling ancillary services. This led Hotelbeds Group to develop a unique *one-stop-shop* solution that includes dynamic packaging to cover all packaged holidays needs. Other key strategic technology milestones have included quick integration white label solutions and a full integration API suite that provides system-to-system connection access to full the Hotelbeds Group inventory.

**Jon French, Head of New Business Development at Hotelbeds Group** commented during the trade show *"We've almost doubled the volume of sales coming from airlines over the last three years by focusing on three core areas: contracting the best and widest variety of products, offering best in class technology, and leveraging our unrivalled industry experience and knowledge."*

*"Most airlines are simply looking for a single partner to provide both technology and product expertise in one solution, and we looking forward to meeting more future airline partners this week at the Aviation Festival."*

*"Airlines are a key customer group for Hotelbeds Group. Already we work with around 50 airlines globally such as American Airlines, Qatar Airways, British Airways, Ryanair, Norwegian and Finnair, amongst others. We work with them to provide both products- not just accommodation, but also transfers & activities, car hire and destination services – and connectivity via a technology solution. Additionally we offer more complex all-in-one solutions such as our set-up for easyJet Holidays, where we provide a complete holiday package solution."*

*"Our future plans are to consolidate our expansion into international markets, especially in Asia-*

*Pacific, the Middle East and Latin America whilst continuing to grow in Europe. The recent addition of Tourico Holidays into Hotelbeds Group this June will additionally allow us to accelerate the consolidation of our position in North America due to Tourico's strength in the local market, as well as in Europe and Latin America, once its integration is complete.*

Hotelbeds Group is participating in the Aviation Festival as a sponsor for the second consecutive year.

## **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 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) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017 Tourico Holidays became part of Hotelbeds Group, operating as a business unit within the Group whilst its integration progresses.

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

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