

Hotelbeds Group platform reaches 170,000 unique hotels following integrations

Submitted by AnnaMonreal on Wed, 08/11/2017 - 12:05

- Hotelbeds Group provides update on latest stage of integration of Tourico Holidays and GTA during World Travel Market fair in London
- Over 7,000 clients in the wholesaler channel now using the Group's platforms
- Group's enlarged IT platforms now supporting around 1 billion searches daily – with peaks of up to 1.5 billion

Palma, 8 November 2017. [Hotelbeds Group](#), the business-to-business provider of services to the travel industry globally, has today provided – at the World Travel Market fair in London – an update on the latest stage of the integration of Tourico Holidays and GTA into the Group.

Accommodation available on the Group's platform – including the recent additions of Tourico Holidays and GTA – have now risen from around 120,000 to approximately 170,000 unique hotels, a majority of which is directly contracted. This offers clients an even wider choice of hotel accommodation, particularly in the North American and Asia-Pacific markets where Tourico Holidays and GTA respectively have strong footprints.

Additionally the Group can confirm that the number of clients connected to its platforms via the wholesale channel have now risen to more than 7,000 clients following Tourico Holidays and GTA joining the group. This both diversifies and increases the reach that hotel and ancillaries suppliers now have via partnering with the Group.

The Group's current IT platforms are now handling around 1 billion search requests per day – with peaks of up to 1.5 billion – from customers following the inclusion of Tourico Holidays and GTA.

Carlos Muñoz, Bedbank Managing Director at Hotelbeds Group, commented: *"It was only five weeks ago today that we announced that GTA had officially joined Hotelbeds Group, but already much progress has been made and we remain more committed than ever to innovation in the B2B space."*

"We're very pleased to confirm to our customers that the number of unique hotels available has risen – with the inclusion of both Tourico Holidays and GTA's offering – from around 120,000 to approximately 170,000. When you keep in mind that the majority those hotels are directly contracted, that means we can offer our clients an even more diverse range of accommodation globally, at the best prices and under the best conditions. Additionally we can now also confirm that we are working with over 7,000 clients via the wholesale channel globally."

"The size of our new enlarged group is reflected in that our IT platforms are now handling each day around 1 billion searches, with peaks of up to 1.5 billion searches."

"We look forward to providing our customers and suppliers with further updates about the integration over the coming months, but also welcome them to approach us directly to learn more about how these enhancements will help them to grow their businesses even further."

For the first time since the integration process began the Hotelbeds, Tourico Holidays and GTA brands have all collaborated together to form one joint stand (GV100) at the World Travel Market fair in London, which has taken place this week on the 6th, 7th and 8th of November.

Today (Wednesday 8th November) at 2.30pm the company will be hosting a panel discussion called 'The [future of hotel distribution technology](#)' on the WTM Travel Tech Theatre (TT390). The panel will be hosted by Sam Turner, Director of Sales at Hotelbeds Group, and features Markus Keller, Senior Vice President at Accor Hotels, Jonny Marsh, Co-Founder and Chief Operating Officer at loveholidays, and Bluecy Zhang, Vice President of Sourcing at Haoqiao. Together they will explore their views on the challenges and opportunities hotels are facing from disruptive technologies such as artificial intelligence and big data, along with the entrance into the field of new technology players.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the world's leading bedbank, including the brands Hotelbeds, Bedsonline, Tourico Holidays, GTA, and TravelCube.

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.

The company connects around 7,000 wholesaler clients across more than 120 source markets globally with travel providers in over 180 countries representing more than 170,000 hotels, 21,000 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, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain and has 8,300 employees globally (including Tourico Holidays and GTA).

Follow us on LinkedIn: <https://www.linkedin.com/company/hotelbeds-group>

And Twitter: @hotelbedsgroup

Follow APItude on Twitter: @Hotelbeds_API

Follow us on Facebook: @HotelbedsGroup

Hotelbeds Group media contact:

Media Relations & Corporate Affairs

Roman Townsend

rtownsend@hotelbeds.com

Thumb image

