

Further enhancements to Hotelbeds Group's Ancillary Bank sales team

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- Maarten Bot joins the Ancillary Bank team as Sales Manager for Retail Continental Europe, Greece and Turkey
- Previous experience as Senior Sales Executive at Bedsonline for the Dutch market and more than seven years in the sales industry

Palma, 16th October 2018. [Hotelbeds Group](#), the world's leading bedbank, has announced today the appointment of Maarten Bot as the new Sales Manager for Retail Continental Europe, Greece and Turkey for the Group's Ancillary Bank – working with retail clients.

Hotelbeds Group's Ancillary Bank distributes ancillary products (excursions, event tickets, theme parks, cruises and car rental products) to retail travel agents, wholesalers, tour operators, airlines, online travel agencies, hotel industry partners, activity providers, tourism boards and other points of sale.

Maarten Bot, who has more than seven years of experience in the sales industry, had previously worked as a Senior Sales Executive at Bedsonline for the Dutch market (The Netherlands and Flanders). As part of this move, he has been relocated to the Group's headquarters in Palma (Spain) and will become part of a growing team for the European Ancillary Bank Sales team that is led by Peter Jones, the Head of Sales for Europe.

In his new role, Maarten will be responsible for Ancillary Bank's sales and business development for the retail business in the following markets: France, Belgium, Netherlands, DACH countries (Switzerland, Germany and Austria), Poland, Greece and Turkey.

Peter Jones, Head of Sales Europe at Hotelbeds Group Ancillary Bank, commented "We are glad to welcome Maarten to our Ancillary Bank Europe sales team. The previous experience of Maarten in our retail division of Bedsonline will be key for our team. He will work very closely with his former colleagues across the Continental Europe countries, along with Greece and Turkey to support our customers with guidance and advice on how to take advantage of selling the over 24,000 transfer routes and 18,000 activities that we now have on our platform. I am sure his knowledge and enthusiasm will help us grow and develop the sale of ancillaries within our extended retail client portfolio."

This news comes one month after the appointment of Tracey Bartlam as the new Sales Manager covering the UK & Scandinavian market. Thus, the enhanced Ancillary Bank Sales Team will now consist of five dedicated regional Sales & Sourcing roles all of them reporting directly to Jones.

This follows the introduction of a new Ancillary Bank business structure a few months ago – following the integration of Tourico Holidays and GTA into the Group last year – to ensure the optimization of cross-selling opportunities generated through the company's diverse and global bedbank client base of more than 60,000 travel intermediaries around the world.

About Hotelbeds Group

Hotelbeds Group is the world's leading bedbank.

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, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 activities.

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.

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