

# **World's leading bedbank launches consolidated brand identity**

Submitted by AntoniaAguilo on Wed, 31/10/2018 - 09:46

- Hotelbeds Group and its commercial Bedbank brand, Hotelbeds, both now branded simply as 'Hotelbeds' underlining core focus on the bedbank sector.
- Following the acquisition of Tourico Holidays and GTA last year, the world's leading bedbank announces the consolidation of its combined operations under the Hotelbeds name.
- Launch of refreshed Hotelbeds identity to phase out the brands of GTA and Tourico Holidays.

**Palma, 31 October 2018.** [Hotelbeds](#), the world's leading bedbank, has announced today a consolidated and refreshed identity, under the Hotelbeds brand following the acquisitions last year of Tourico Holidays and GTA.

Both 'Hotelbeds Group' and its commercial Bedbank brand, 'Hotelbeds' will both now be branded simply as 'Hotelbeds' in a move that further reinforces its core focus and position as the world's leading bedbank, following the sale earlier this year of its Destination Management division.

The company also announced a refreshed brand identity for Hotelbeds that will be gradually introduced across all of its combined operations over the coming weeks and months, phasing out the GTA and Tourico Holidays brands.

Additionally, the company has decided to rename its ancillary product line, which Hotelbeds commercialises via its distribution channels, as 'Beyond the Bed'. This includes the sourcing and distribution of transfers, activities, tickets, theme parks, car hire, travel insurance and specialist tours.

**Joan Vilà, Executive Chairman, Hotelbeds** said: "Today's announcement underlines our commitment and core focus to continue building our position as the world's leading Bedbank. Both our Group and our main commercial brand will both be known from now on under one simple name, Hotelbeds.

The launch of a bold, refreshed identity for Hotelbeds under which we are combining the operations of Hotelbeds, GTA and Tourico Holidays, forms part of our clear strategy and roadmap to combine these top three leading players into one company and redefine the travel distribution landscape for the benefit of our partners.

"Much progress has already been made to integrate the three businesses at a commercial, operational and technological level, with cross-selling and technological solutions already in place.

"As we work our way through the final stages of the integration, we are in continual contact with all our partners to explain how these changes are benefiting them. In the meantime, we remain focused on business-as-usual and you'll notice the brand changes mentioned today rolling out gradually over the coming weeks and months."

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Today's news follows an extensive consultation with our partners to establish the best fit for their needs. As a result of the integration of Tourico Holidays and GTA into Hotelbeds last year, the combined company now offers over 170,000 hotels, 24,000 transfers and 18,000 activities to over 60,000 travel selling intermediaries globally - including airlines, points redemption schemes, bricks-

and-mortar travel agents, tour operators and online travel agencies.

This news also follows the decision announced in September to combine the various retail travel agent offerings of the company into one brand, Bedsonline. Already a process is underway to migrate the TravelBound, TravelCube and GTA retail customers onto the Bedsonline platform over the coming months and a new Bedsonline brand image has already been launched.

## **About Hotelbeds**

Hotelbeds is the world's leading bedbank.

The company'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 under the Hotelbeds brand in the wholesale channel and the Bedsonline brand in the travel agents channel, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 185 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, followed by GTA also joining the company in October of the same year.

The company is headquartered in Palma de Mallorca, Spain.

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