

## **Millennium Hotels and Resorts signs new strategic partnership with Hotelbeds Group**

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**Palma, 30 October 2018.** **Hotelbeds Group**, the world's leading bedbank, announces today a new strategic affiliation with **Millennium Hotels and Resorts**.

The agreement powers up all of the Hotelbeds Group brands - including Hotelbeds, Bedsonline, Tourico Holidays, and GTA - with direct real-time access to MHR's 1.4 million-plus annual room nights in over 60 leading global business and leisure travel destinations.

MHR's hotels range from the grand and iconic, such as Grand Millennium Dubai and the Millennium Biltmore Los Angeles, to the cosy, such as The Bailey's Hotel London. At the close of 2017, MHR's offering included just under 40,000 rooms in 136 hotels across Asia, Europe, the Middle East, the United States and Australasia.

The agreement will strengthen MHR's distribution through Hotelbeds' presence in more than 140 markets, covering a wide range of channels including airlines, MICE operators, point redemption schemes, retail travel agencies and tour operators representing, in total, over 60,000 travel distributors. These channels of distribution help hotels access a wider international reach and end customers' profiles who typically reserve with longer lead times and have lower cancellation rates.

The agreement underlines the commitment of both parties to using innovative technology in order to deliver competitive and effective customer service.

**Mark Redmond, Head of Global Chains at Hotelbeds Group**, says: "We are delighted to be connecting to MHR's global hospitality offering. This will be a strong relationship delivering special rates and availability across the MHR portfolio to our 60,000 plus clients, while giving MHR access to higher-margin, niche segments of the travel market."

**Nayan Peshkar, Senior Vice President Digital, Distribution & Revenue Strategy, Millennium Hotels and Resorts**, adds: "We are very pleased to be working with Hotelbeds. This supports the Group's wider distribution strategy of reducing reliance on static rate & room agreements in the leisure segment. Our guests are now able to get the best rates at all times across all channels. Deeper penetration of Hotelbeds' client base will support higher margins and propel a more dynamic customer relationship."

### **About Hotelbeds Group**

Hotelbeds Group is a leading supplier of services to the global hospitality industry.

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 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 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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## **About Millennium & Copthorne Hotels Plc**

Millennium Hotels and Resorts is the umbrella brand of Millennium & Copthorne Hotels plc, a global hospitality management and real estate group, listed on the London Stock Exchange (LSE: MLC).

The company owns and/or manages a worldwide portfolio of more than 136 hotels, offering over 40,000 rooms in business and leisure destinations in Asia, Australasia, Europe, the Middle East and North America. Millennium Hotels and Resorts consists of 4 brand collections: Leng's Collection, M Collection, Millennium Collection and Copthorne Collection.

MHR is a dynamic hospitality group with an outstanding reputation for excellence and taking pride in exceeding the needs of business and leisure travellers. Its properties are well located in the world's most attractive destinations, including New York, Los Angeles, London, Paris, Dubai, Abu Dhabi, Singapore, Auckland and Beijing. Millennium Hotels and Resorts offers its guests the perfect address for business and leisure alike.

For more information about Millennium Hotels and Resorts visit [www.millenniumhotels.com](http://www.millenniumhotels.com)

## **Hotelbeds Group**

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