

Hotelbeds to acquire HolidayTaxis Group

Submitted by AntoniaAguilo on Wed, 14/11/2018 - 10:06

- Acquisition emphasises Hotelbeds commitment to fast growing ancillary space
- News follows recent decision to rename ancillary unit 'Beyond the Bed'
- HolidayTaxis Group will operate as independent brand within Beyond the Bed unit

Palma, 14 November 2018. [Hotelbeds](#), the world's leading bedbank, has today announced the acquisition of HolidayTaxis Group, a leading provider of high quality, cost-effective transfer and wider mobility solutions.[\[1\]](#)

The acquisition will further complement the existing portfolio of content offered by Hotelbeds and reinforces the company's commitment to growth in the rapidly expanding ancillary distribution space.

HolidayTaxis Group, which operates as 'HolidayTaxis', is headquartered in the United Kingdom and was founded in 2002. It operates 21,000 transfer routes, spanning 150 countries.

Today's news follows Hotelbeds recent decision to rename its ancillary product line as 'Beyond the Bed'. The business unit already has a successful track record in the sourcing and distribution of transfers, activities, tickets, theme parks, car hire, travel insurance and specialist tours, making HolidayTaxis a strategic fit.

The HolidayTaxis brand will remain separate and independent from Hotelbeds, but will form part of the Beyond the Bed business unit and the CEO of HolidayTaxis, Ian Coyle, will report to Javier Arévalo, Director of Beyond the Bed.

Joan Vilà, Executive Chairman of Hotelbeds comments: "We look forward to working with Ian and all his colleagues in helping our travel partners everywhere to drive incremental sales and boost profit margins.

"In recent years our ancillaries business has grown substantially as the strength of our technology platform and global distribution network has positioned us effectively to take full advantage of the increasing demand for in-destination activities worldwide.

"We already offer a wide range of revenue enhancing products to our partners, including transfers, tours, activities, car hire, theme park tickets, and more – but the addition of HolidayTaxis significantly strengthens our portfolio, underlining our commitment to provide greater choice to our travel trade partners."

Ian Coyle, CEO of HolidayTaxis responds: "We are enormously excited to be joining Hotelbeds as it continues to push the boundaries of travel distribution.

"This is a unique opportunity that was unmissable, allowing us to share additional ancillary revenue generating solutions with the 60,000 travel selling partners that Hotelbeds works with globally – many of whom are very hard to reach otherwise. I'm convinced that our supplier and distribution partners, across our respective businesses, will benefit from the strengths of something very special that is about to happen."

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 Canada 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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[1] This deal is subject to the completion of the standard necessary regulatory processes.

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