

[Hotelbeds provides an update on its Strategic Partnerships team](#)

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- Jason Soss takes on the role of Global Head of Strategic Partnerships.
- Team forms part of Commercial Strategy & Strategic Partnerships, reporting into Asi Ginio.
- Key regional team reporting to Soss also confirmed.

Orlando, FL 13 November 2018. [Hotelbeds](#), the world's leading bedbank, has announced today a further senior management appointment, naming Jason Soss as the new Global Head of Strategic Partnership for Hotelbeds.

The newly created Strategic Partnerships team forms part of the Commercial Strategy & Strategic Partnerships function of Hotelbeds and will report directly to functional director Asi Ginio.

The Strategic Partnerships team led by Jason Soss focuses on analysing and generating major business opportunities, developing and implementing new market initiatives, and managing Hotelbeds largest partnerships, particularly in the airline, loyalty, and online travel agency space.

Soss, who has over 20 years of experience in the travel space, was previously the president of Global Business Development for Travel Holdings - which formed part of Tourico Holidays and was subsequently acquired by Hotelbeds in 2017 - where he was responsible for creating and managing the company's largest partnerships, including American Airlines, Priceline, JetBlue, IHG, Google, and many others.

In this new role, Jason will take over the company's largest partnerships, at a global scale, coming from the legacy Tourico Holidays, GTA, and Hotelbeds businesses, allowing Hotelbeds to benefit from Jason's specialized and high-level experience in travel verticals such as global airline distribution, online travel agencies, point redemption businesses, vacation rental space, online advertising sales, and travel technology platforms.

Reporting to Jason within the Strategic Partnerships team will be Jon French as the Director of Strategic Partnerships for EMEA & APAC, Bruna Buiatti as the Director of Strategic Partnerships in Latin America, Ronald Chan as the Head of Holidays APAC, and Camilla Riccardi as the Manager of Strategic Partnerships in EMEA.

Asi Ginio, Commercial Strategy & Strategic Partnerships Director at Hotelbeds commented, "I am pleased to see Jason taking the lead over our hugely important Strategic Partnerships function - I feel confident that Jason will not only nurture our existing partnerships, but that he will play a crucial role in generating outstanding new ones. His previous experience as the former President of Global Business Development for Travel Holdings makes him the best person to be taking over this role. Currently, we are in business with a great number of strategic partnerships of which Jason has been involved with, including Google, American Airlines Vacations, Jetblue Getaways, Airmiles, MGM Resorts International, Caesars Entertainment, Loyalty Travel, and many others. I am positive that with his experience and dedication, we will continue to grow our number of strategic partnerships."

Jason Soss, Global Head of Strategic Partnerships at Hotelbeds commented, "More than anything, I am proud and excited to have such a talented team to support me in this new chapter of

Hotelbeds's history, Jon, Bruna, Ronald, and Camilla, will all definitely play crucial roles for our business to flourish - together we will strive to better our strategic partnerships in any way we can."

Today's news follows the recent consolidation of Hotelbeds, GTA, and Tourico Holidays operations under the Hotelbeds name, with the gradual phasing out the GTA and Tourico Holidays brands. Additionally, Hotelbeds Group and its commercial Bedbank brand, will both now be branded as 'Hotelbeds,' to place a bigger emphasis on the company's sole focus of the bedbank sector.

Following the integration of Tourico Holidays and GTA into Hotelbeds last year its new combined offer now has well over 170,000 hotels, 24,000 transfers, and 18,000 activities available to over 60,000 travel intermediaries globally through the Hotelbeds platform.

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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