

Bedsonline confirms sales team for Asia region

Submitted by Whitney Wang on Mon, 19/11/2018 - 09:18

- Stuart Dale to be the Bedsonline Regional Sales Director for Asia.
- News follows recent announcement of Bedsonline consolidation, with GTA retail customers migrating onto Bedsonline's class-leading booking platform used exclusively by travel agents.
- Inclusion of GTA's retail product portfolio significantly enlarges range of exclusively contracted content available to travel agents only – increasing hotels from 55,000 to 170,000.

Singapore, November 19th, 2018. - Bedsonline, the global provider of accommodation and complementary travel services designed exclusively for travel agents only, has today announced the appointment of Stuart Dale as the Bedsonline Regional Sales Director for the Asia market.

Stuart Dale will be responsible for providing Bedsonline's clients – made up solely of travel agents only – in the local market with the highest standards of customer service along with further expanding and diversifying the number of travel agent subscribers. Previously Stuart was the Interim Vice President Europe & Beach-Hotel Sourcing for GTA.

Additionally, the senior team in regional manager roles reporting to Stuart Dale has been confirmed, with Elif Esen covering Singapore & Indonesia, Jin-Young Jun leading South East Asia & Korea, Tatsuo Masumoto is in charge of Japan, and Vincent Zha is appointed to the Greater China.

This news follows the recent announcement that the parent company of both GTA and Bedsonline, Hotelbeds Group, will consolidate its retail product portfolio and offering globally under the newly refreshed Bedsonline brand and platform – establishing the world's leading provider of accommodation and complementary services designed exclusively for use by travel agents only.

The strategic milestone followed extensive consultation with customers since Tourico Holidays and GTA – along with its retail brands TravelBound and TravelCube – joined Hotelbeds Group in 2017.

Alistair Rodger, Director of Retail Travel Agents at Hotelbeds Group, comments: *“As part of the recent rebranding and launch of our new value proposition, we're dedicated to continually improving the customer experience, beyond simply our highly sophisticated booking platform with its advanced functionalities. Essential to this is having in place strong teams with unbeatable local knowledge and commitment to the best service possible for our purely travel agent only customer base. I'm certain that in Stuart and his team we have the best line-up available in the market.”*

Stuart Dale, Asia Regional Sales Director, at Bedsonline, comments: *“It gives me great pleasure to take on this exciting new role at such a key stage in the development of the Bedsonline brand – and I'm even more pleased to have such a strong team in place. Already we are reaching out to our customers – who are made up solely of travel agents – locally to explain how they will benefit from the new, enhanced offering of Bedsonline. This includes improvements we have made by cherry-picking the best-of-class functionalities from the old GTA platform, as well as the expansion of our product portfolio to over 170,000 hotels and strengthened position to negotiate the best deals for our customers.”*

Following the consolidation of GTA's brand portfolio and offering, the Bedsonline platform now offers to travel agents only globally the following benefits:

1. **Diverse and competitive product portfolio:** over 170,000 hotels globally available (with over 90,000 of those directly sourced, making the content both unique and competitively priced), 24,000 transfer routes and 18,000 activities, PLUS 140,000 cars available for hire – all sourced by a team of over 1,000 contractors globally.
2. **Powerful and user-friendly technology:** best-in-class search engine designed specifically for the needs of travel agents allows users to filter and compare results in a flexible and practical way, including intuitive email and PDF functions – 70% of existing customers cite the platform as a top factor in choosing the service. Bedsonline's parent Group is the only distributor to operate its own cloud-based, open source data centre and handles up to 1.5 billion searches per day.
3. **Local knowledge combined with a global offering:** local sales teams in every market with significant local knowledge and industry know-how ready to take care of all the needs of customers.

A migration plan is already underway to speak with the travel agent customers of the GTA retail brand about the benefits of moving onto Bedsonline's booking platform – where the combination of the GTA retail brand's content will increase from 55,000 to 170,000 the number of hotels available to customers. Clients will have sufficient time to transition at their own pace and both workshops and technical support will be on hand to support a seamless migration.

About Bedsonline

[Bedsonline](#) is the leading global provider of accommodation and complementary travel ancillary products that exclusively caters to travel agents. It distributes through its online platform accommodation, excursions, tickets and transfers to more than 50,000 travel agencies with sales teams in over 40 countries covering over 100 markets globally.

The company stands out for its extensive portfolio - over 170,000 hotels in 185 destinations, 24,000 transfer routes and 18,000 activities - to offer a personalized local service through an intuitive and easy-to-use online booking tool. In this way, Bedsonline guarantees high availability and competitive prices to the great satisfaction of its clients.

The business-to-business online provider has focused its strategy in recent years on the expansion of new markets in Europe, America and Asia, such as Germany, the Czech Republic, Mexico, the United States, Colombia, China, Japan and the Philippines. This strategic vision has led the company to occupy a position of advantage in the industry.

Bedsonline is part of Hotelbeds Group, the world's leading bedbank and business-to-business provider of services to the travel industry globally, and is headquartered in Palma de Mallorca, Spain.

Hotelbeds Media contact

Media Relations & Corporate Affairs

Wei Wang · whitney.wang@hotelbeds.com

Thumb image

