

# [Hotelbeds launches new features on its hotel extranet](#)

Submitted by AnnaMonreal on Thu, 24/01/2019 - 10:46

- The world's leading bedbank offers new connectivity features on its MaxiRoom extranet
- Increase of users of more than 100% in the last three years, with more than 60,000 hotels connected to Hotelbeds through technological platforms or integrations
- This launch is part of global strategy of Hotelbeds, aimed at increasing value for hotel partners
- MaxiRoom is a Hotelbeds extranet, aimed at hotel providers to maximize distribution

**Palma, January 24, 2019.** [Hotelbeds](#), the world's leading bedbank, has today at FITUR (the international tourism fair held in Madrid, Spain), the launching of new features for MaxiRoom, the free hotel extranet designed to maximize hotel occupancy through Hotelbeds' distribution channels.

Hotelbeds will now be the first bedbank offering on its hotelier extranet functionalities that allow the visualization of fares and availability in real time for any hotel, be it a hotel chain or an individual hotel, which is linked to Hotelbeds through connectivity. This functionality will ease and speed up product communication and optimization.

This new functionality is a step forward in the relationship with hotels since it offers greater visibility of their inventory, which allows them to detect opportunities and make adjustments through connectivity. This improvement, together with all the functionalities offered by the tool, allows Hotelbeds to work hand-in-hand with hoteliers to have better and more competitive conditions for customers.

Today more than 60,000 out of the 170,000 hoteliers who work with the bedbank have been connected to Hotelbeds through either technology platforms or direct integrations. The figure of 60,000 has been doubled in the last three years, which reflects, once again, Hotelbeds' commitment to connectivity by becoming a crucial part of the business.

Following the integration of Tourico Holidays and GTA in 2017, Hotelbeds focused part of its strategy on expanding the value proposition offered to its hotel partners. Hotelbeds is focused more than ever on supporting the distribution needs of hoteliers connected to its platform to sell its rooms to a more international client profile formed by a portfolio of more than 60,000 travel intermediaries worldwide, including airlines, loyalty programs, travel agencies and tour operators.

**Adam Krzciuk Kuna, Head of Supplier Connectivity Partnerships**, comments: "In recent years connectivity has become a key part of the business, and as a leading bedbank we are firmly convinced that connectivity is a vital part of the future of the tourism sector. That's the reason why we have worked on numerous developments and improvements like the ones we are announcing today.

"We are the first distributor to offer a screen where hoteliers can check the availability and connectivity rates that have with us at every moment. That is a great milestone for hotels that work according to the supplier integration model, and with it Hotelbeds continues leading the way. Our hotel partners, both large global chains, such as Hilton, or independent hotels, who have relied on us and have been connected to our system, will benefit from having the information in a more transparent and updated way at any time."

MaxiRoom is the Hotelbeds free hotel extranet that was launched in 2015 and is designed to control and maximize the distribution of properties in a faster, smarter and easier way. Created to improve usability and functionality, MaxiRoom offers hoteliers greater autonomy and control to help their partners optimize their market performance and Hotelbeds' distribution channels.

Other features of MaxiRoom include:

- Interactive calendar where hoteliers can make rate and room type changes.
- An intuitive content management system designed to easily update the quality of information, images and offers.
- A tool that allows to quickly and easily make massive changes in availability and price by product range or by room type.
- Smart alerts that notify hotel partners about dates that have been left unavailable, incomplete descriptions or lack of images so they can improve their showcase on the platform.
- A promotions manager that allows hoteliers to launch their own offers directly any time and in a dynamic way.

MaxiRoom helps hoteliers to be more competitive, since it offers information about their performance in comparison with their local competitors, and allows them to make decisions to improve their offer and their contents in order to optimize their productivity. In addition, the platform also provides hoteliers with the necessary information to make decisions about their pricing strategy thanks to the easy access to information on their products by source market and distribution channel.

The hotels that work with Hotelbeds have access to more than 60,000 tour operators, airlines, point redemption programs, loyalty plans, and MICE operators from more than 140 source markets.

In October, the company announced the consolidation of all the brands of the wholesale channel—GTA, Tourico Holidays and Hotelbeds— under the name of Hotelbeds, phasing out the Tourico Holidays and GTA brands. With this, Hotelbeds Group and its wholesale trademark are now simply known as 'Hotelbeds'.

## **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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