

## **Bedsonline celebrates 15th anniversary**

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- Bedsonline celebrates 15 years of success in a private event attended by 300 agents.
- Spain, the founding market for Bedsonline, is the main market globally for the company with more than 8,000 affiliated clients.
- Bedsonline showcases its new brand identity and a more powerful booking platform to meet customers' needs.

**Palma, 28<sup>th</sup> January 2019.-** Bedsonline, the leading accommodation and complementary services supplier, celebrated last Thursday 15 years of success in a private event for clients.

The event, held on the fringes of FITUR (the international tourism fair held in Madrid, Spain), brought together more than 300 travel agents from all over the country at a private dinner.

Bedsonline leveraged the occasion to confirm its leadership position in the Spanish source market - its founding market - which still remains the main market globally for the company.

This leading position in the market is due mainly to the large and diverse portfolio - with over 170,000 hotels around the world, 24,000 transfer routes and 18,000 activities - offered to its customers, a powerful and easy-to-use technology platform and a specialized knowledge combined with a strong local commercial team.

**Alistair Rodger, Retail Travel Agents Director of Hotelbeds**, stated: "Today we celebrate an important milestone for the company: 15 years of history in the retail channel. We started our journey in Spain - which as of today is still our main market - and, after the formula for success was developed in the country, we exported the model to the Dominican Republic in 2004, and Portugal, Mexico and Costa Rica in 2005. Nowadays, more than 50,000 travel agents from over 100 source markets around the world make their bookings through our platform. Today we are showcasing in FITUR our new brand identity and a strengthened product portfolio after the consolidation of Tourico Holidays and GTA (TravelCube and TravelBound) into our platform, and the consolidation of all brands into Bedsonline identity.

**Carlos Feliu, Sales Director for Iberia, UK and Ireland of Bedsonline**, commented: "After 15 years of success and growth, we have managed to consolidate our leadership position in the country in the retail niche, confirming once again that Spain is our main source market globally, with more than 8,000 local agents booking through our platform.

"I would like to take this opportunity to thank all our affiliated travel agents for their loyalty and support during all these years. Looking ahead to the next 15 years, our mission is to leverage our strong and powerful product portfolio after the inclusion of Tourico Holidays and GTA into the Bedsonline platform."

Likewise, the company used the occasion to showcase the recently renewed brand image - revealed in September- and to offer details on the new and enlarged product portfolio. This strategy has allowed Bedsonline not only to strengthen the offer, but also to provide a new 360º solution that improves the experience of travel agents.

The new Bedsonline platform now offers to travel agents 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 3 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.

## About Bedsonline

[Bedsonline](#) is the leading global provider of accommodation and complementary travel 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, the world's leading bedbank, and is headquartered in Palma de Mallorca, Spain.

## Media Relations and Corporate Affairs

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