

Bedsonline strengthens leadership in Asia, the Middle East and Africa

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- Tomeu Gili recruited as Bedsonline's Regional Sales Director for Asia, the Middle East and Africa.
- News follows the September announcement of the consolidation and migration of GTA's travel agency customers over to the Bedsonline's brand and class-leading booking platform.

Dubai, March 14, 2019. - Bedsonline, the global provider of accommodation and complementary travel services designed exclusively for travel agents, has today announced the strengthening of its senior leadership team.

Tomeu Gili has been recruited as the Director of Sales for Bedsonline's Asian, Middle Eastern and African source markets, a new position created combining both regions under one leader. In this role Tomeu will be based in Dubai and will lead a team of seventy people.

He will be responsible for supporting Bedsonline's existing travel agency customers in the local markets to drive growth while further expanding and diversifying the number of agencies working with Bedsonline's class leading booking platform.

Tomeu brings with him over 20 years of experience in the travel industry, most recently in leadership positions for companies such as Destinations of the World, RTS and Gowaii Corp.

Previous to this Tomeu worked for Bedsonline in senior leadership roles for 12 years, since the brand's launch in 2003. During this time he held a range of positions including Head of Sales for Middle East and Asia Pacific and Head of Sales for South Europe, Mexico, the Caribbean and Africa.

This news follows the announcement that the parent company of both GTA and Bedsonline, Hotelbeds, has consolidated its travel agency product portfolio and platform globally, under the refreshed Bedsonline brand - establishing the world's leading provider of accommodation and complementary services designed exclusively for travel agents.

Carlos Muñoz, Bedbank Managing Director at Hotelbeds, comments: *"We are delighted to welcome Tomeu back into the Bedsonline team. He brings an incomparable wealth of experience that will play a pivotal role in further enhancing the expertise of our commercial teams as we continue to build on our position as the world's leading booking platform for travel agents. I, along with the rest of the teams, look forward to working closely with Tomeu to continue our rapid expansion in Asia, the Middle East and Africa."*

Tomeu Gili, Bedsonline's Regional Sales Director for Asia, the Middle East & Africa, adds: *"It's an honor to be coming back to Bedsonline. I was privileged to be part of the team that launched the brand over 15 years ago in Spain and witness its rapid expansion at that time. Now, with a portfolio of over 50,000 travel agency customers worldwide backed by a class leading booking platform that has gone from strength to strength, this is an exciting time indeed to be returning to the business. I can't wait to get out there, meet our customers and discuss how we can help them to grow their business."*

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

1. **Diverse and competitive product portfolio:** 180,000 hotels available globally (with over 90,000 directly sourced, creating a highly competitive portfolio with unique offers), 24,000 transfer routes, 18,000 activities, and 140,000 cars available for hire – all sourced by an expert team of over 1,000 contractors around the world.
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 – 70% of existing customers cite the platform as a top factor in choosing the service. Bedsonline's parent Group is the only travel trade wholesaler to operate its own cloud-based, open source data centre handling 1.5 billion searches per day.
3. **Local knowledge combined with a global offering:** Our experienced local sales teams in every market provide significant knowledge and industry know-how adapted to the specific needs of each market.

About Bedsonline

[Bedsonline](#) is the leading global provider of accommodation and complementary travel products exclusively catering to travel agents. Through its online platform, it distributes accommodation, excursions, tickets and transfers to more than 50,000 travel agencies backed by local sales teams in over 30 countries covering over 100 markets globally.

The company offers an extensive portfolio of over 180,000 hotels, 24,000 transfer routes and 18,000 activities in 185 destination countries worldwide, guaranteeing high availability, competitive prices and unique offers. This portfolio is backed by personalized local service and a powerful yet intuitive booking engine making Bedsonline the defacto partner for many travel agencies around the world.

Bedsonline 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 leadership position in its segment.

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

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