

## **Hotelbeds confirms strategic partnership with KILIT HOSPITALITY GROUP**

Submitted by Antonia Aguilo on Thu, 11/04/2019 - 10:09

- Longstanding partner KILIT HOSPITALITY GROUP, Turkey's biggest leisure hotel operator, expands partnership with preferred agreement.
- KILIT HOSPITALITY GROUP gains access to world's largest distribution of high value clients provided by Hotelbeds with +60,000 tour operators, points redemption schemes, airlines, and retail travel agents.'
- Deal allows KILIT HOSPITALITY GROUP's 25,000 beds to be available in both wholesale and retail distribution channels via Hotelbeds and Bedsonline platforms.

**11 April, 2019.** [Hotelbeds](#), the world's leading business-to-business bedbank, has announced today a strategic distribution partnership with KILIT HOSPITALITY GROUP, Turkey's largest leisure hotel company and the owners of Crystal Hotel Chain, Amara World Hotels and Nirvana Lagoon Luxury.

Building on over 10 years of working together, the recently signed and significantly expanded partnership takes the form of a preferred agreement that will provide Hotelbeds with exclusive access to KILIT HOSPITALITY GROUP's Ultra All-Inclusive 5-star hotels that offer guests 24-hours-a-day service.

The partnership provides KILIT HOSPITALITY GROUP with access to world's largest distribution of high value clients provided by Hotelbeds with +60,000 tour operators, points redemption schemes, airlines, and retail travel agents from more than 140 source markets.

As a result of this Hotelbeds' clients will have access to KILIT HOSPITALITY GROUP's portfolio of more than 25,000 beds across 17 hotels that operate under various sub-brands in prominent Turkish tourist locations such as Side, Belek, Kemer and Bodrum.

Additionally, through this partnership KILIT HOSPITALITY GROUP will be able to distribute its hotel rooms via both the wholesale channel, which operates under the 'Hotelbeds' name, and the retail travel agent channel, which operates under the 'Bedsonline' brand - all united under one contract.

**Arzu Harley, Regional Manager of Hotelbeds, Turkey**, comments: "We are hugely excited to confirm that we have significantly expanded upon our longstanding partnership with KILIT HOSPITALITY GROUP, the leading and biggest operator of all-inclusive hotels in Turkey.

"Today's news reflects our long-term commitment to Turkey, despite the market facing some challenges in recent years, as a premier tourist destination. This commitment has recently proven more than worthwhile, following the continued rebound in hotel bookings for Turkey that we've seen over the last year - summer 2019 already looks set to be a record. We are committed to growing our business model in Turkey and our partnership with KILIT HOSPITALITY GROUP will help us reach this goal together.

**Umman Cetinbas, CEO of Crystal Hotels Brand**, stated: "Despite being the largest operator of all-inclusive beach and resort hotels in Turkey, we still have ambitious plans to grow further locally. Today's news forms part of a strategic plan and we look forward to working with Hotelbeds as we not only grow overall bookings together, but more importantly grow high-value bookings.

"After careful consideration we felt that the bedbank distribution channel should be a core part of our growth strategy and following many years of partnering successfully, Hotelbeds was naturally

our first choice.”

## **About Hotelbeds**

Hotelbeds is the world’s leading business-to-business Bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airlines, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the ‘Beyond the Bed’ product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

Follow us on:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

## **About KILIT HOSPITALITY GROUP**

KILIT HOSPITALITY GROUP was founded in 2005 and has since grown to be the largest local chain in Turkey.

Operating under the brands of Crystal Hotels, Nirvana Lagoon Luxury and Amara World Hotels brands, KHG now operates 18 hotels with a total of 25,000 beds and around 7,500 employees.

KHG’s hotels dominate the shores of Mediterranean, in Turkey, with 16 of its 5 star luxury family resorts located in the Antalya Region.

KHG strives to be a digital pioneer and take its brand to a wider consumer audience.

## Hotelbeds media contacts

### Hotelbeds

PR, Media Relations & Corporate Affairs

Antonia Aguiló · [a.aguiló@hotelbeds.com](mailto:a.aguiló@hotelbeds.com)

Thumb image

