

Hotelbeds launches 'Star Collection Online' to boost bookings for hotel partners

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- Star Collection Online microsite is designed to enhance visibility of hotel partners in Hotelbeds' wholesale channel and Bedsonline's retail platform.
- Star partners will also benefit from insights to maximize their distribution via Hotelbeds' extranet Maxiroom, plus workshops and business intelligence reports.
- Hotels featured in 'Star Collection Online' will also receive special discounts on Star Collection printed brochures.

Palma, 30th April 2019. Hotelbeds, the world's leading business to business bedbank, has announced today the launch of 'Star Collection Online', a microsite that enhances the visibility of the hotel partners of Hotelbeds.

Operating in both the Hotelbeds wholesale channel and the Bedsonline retail platform, hotels featured in 'Star Collection Online' microsite will maximize their distribution by appearing at the top of search results on Hotelbeds' booking platform.

Participating hotels will additionally also gain access to the world's largest distribution network of high value clients provided by Hotelbeds with +60,000 tour operators, points redemption schemes, airlines, and retail travel agents.

Hotel partners affiliated in the 'Star Collection Online' will benefit from useful insights to maximize their distribution by receiving custom-made training sessions on Hotelbeds' hotel extranet, MaxiRoom, and will have access to business intelligence reporting tools.

Featured hotels will also receive special discounts on Star Collection upgraded printed brochures, which have been recently re-designed to showcase the Hotelbeds global portfolio.

Sam Turner, Wholesales Sales & Sourcing Director at Hotelbeds, commented: *"I'm very proud to announce the launch of Star Collection Online. This forms part of our long-term commitment to increasing both revenues and margins with incremental bookings for our hotel partners.*

"Star Collection Online will allow our hotel partners to achieve greater visibility for their properties globally, whilst our B2B travel buying clients will also benefit from curated high-quality content to inspire bookings along with an easy-to-use platform."

'Star Collection Online' officially kicked off globally this April. To find more information on how to participate visit: starcollection.hotelbeds.com/

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, airline websites, 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.

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