

Hotelbeds provides update on contracted hotels ahead of MarketHub Americas event

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- Ahead of the Hotelbeds MarketHub Americas event in Cancun in May, Hotelbeds confirms that over 43,000 unique hotels are contracting with Hotelbeds across the Americas market.
- Total number of contracted hotels in the region has grown by nearly 14% in the current year.
- Growth driven by hoteliers' desire to access Hotelbeds' incremental bookings from over 60,000 travel agents, tour operator, airline and points redemption B2B buyers.

Orlando, FL 1 May 2019. [**Hotelbeds**](#), the world's leading business to business bedbank, has confirmed, ahead of its MarketHub Americas event, it has 43,000 uniquely contracted hotels in the Americas region, including North, Central and South America.

These figures are in part a result of the integration of Tourico Holidays and GTA into Hotelbeds during 2017 and make the Americas one of the most important markets for Hotelbeds worldwide with approximately one quarter of the bedbank's global portfolio of 180,000 hotels.

Meanwhile, the signing of significant strategic hotelier partnerships during the last year has helped to grow the number of hotels in the Americas region by nearly 14%. This forms part of a steady growth as every year more and more hoteliers seek to gain access to Hotelbeds' complementary bookings via its network of 60,000 travel intermediaries, including tour operators, retail travel agents, airlines, points redemption and loyalty partners.

The MarketHub Americas event is an invitation-only, three-day event attended by some of the most important Hotelbeds partners from all the key markets across the Americas. Attendees range from senior executives and decision makers from tour operators, airlines, loyalty and point redemption businesses to leading travel agency chains and online travel advisors.

Matias Elisavetsky, Regional Director of Sourcing Americas at Hotelbeds commented, "I can confidently say that these results have only been achievable thanks to our outstanding regional teams – together we have worked diligently and consistently to improve our current relationships as well as to partner with more hotels to add more exclusive and unique deals over the coming year.

"I look forward to thanking many of our partners for their commitment and trust placed in us during this year's MarketHub Americas, which will be hosted at the hotel of one of our top partners in Mexico and the Caribbean, Palladium Hotel Group – we are honoured to be your partner and look forward to many more years of continuous and mutually beneficial partnership, growing bookings across these markets."

MarketHub is a key industry event with a successful track record since 2009. The MarketHub Americas will bring together travel distributors from across 16 markets in the region and will have an attendance of over 580 participants. The event this year will kick-off on Tuesday May 7th through Friday May 10th.

This follows the news of Hotelbeds signing a significantly expanded partnership with KILIT HOSPITALITY GROUP, Turkey's biggest leisure hotel operator, plus becoming the first bedbank distribution partner for OYO Hotels & Homes, the world's sixth largest hotel chain. In March the company announced an expansion of its global hotel portfolio going from 170,000 to 180,000 total

contracted hotels available on its booking platform.

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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