

## 5,000 additional European hoteliers recognize the value of B2B sales channel

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- During the last year more than 5,000 additional European hotels have begun distributing via Hotelbeds.
- Over 70,000 unique hotels now available in Europe to Hotelbeds' global network of 60,000 retail travel agents, tour operators, airlines and points redemption schemes – with over 180,000 hotels available globally.
- Over 40% of total hotels in Europe are directly contracted under exclusive conditions.

**Istanbul, 30th May 2019.** Hotelbeds, the world's nº 1 B2B bedbank, has confirmed today at MarketHub Europe event, which takes place in Istanbul from 28th to 31st May, an increase in the number of European hotel partners available for its B2B travel buyers globally.

During the last year Hotelbeds has increased in Europe by 5,000 the number of unique hotels available on its platform to its global network of over 60,000 B2B travel buyers such as retail travel agents, tour operators, airlines and points redemption schemes.

Currently a total of 70,000 unique hotels are available on the Hotelbeds system in Europe, of which 40% of them are directly contracted under exclusive terms and conditions – whilst at a global level over 180,000 unique hotels are available on the platform.

In Turkey, where the MarketHub Europe event is taking place, the number of hotels contracted increased by 300 during the last year reaching a total of 4,500 hotels available to book.

This follows Hotelbeds recently confirming a strategic partnership with KILIT HOSTPITALITY GROUP, Turkey's largest leisure hotel company and the owners of Crystal Hotel Chain, Amara World Hotels and Nirvana Lagoon Luxury.

**Carlos Muñoz, Bedbank Managing Director at Hotelbeds** commented: "This significant increase in the number of European hotels in our portfolio reflects the demand for access to our B2B travel buying customers, such as retail travel agents and tour operators, or airlines and points redemption schemes – all of which offer guests that pay more, cancel less, book further in advance, spend more at the hotel and come back more often.

"Because of this over the last year we have been successful in signing strategic partnerships with key hotel chains and preferred agreements with channel managers worldwide. This has in part been supported by the expansion of the contracting workforce to over 1,100 contractors based around the world in popular local destinations."

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

A key and regular industry fixture since 2009, MarketHubs are one of the leading events for bringing the travel industry together, with eight previous events held in the Americas, five in Europe, and one in Asia. The first MarketHub Europe was held in Seville back in 2013 and since then Hotelbeds has held the event in several top Spanish destinations, such as Tenerife and Ibiza.

The MarketHub Europe event kicked-off with a cocktail dinner on the Tuesday evening, with the Wednesday and Thursday featuring a conference and trade show by day and exclusive entertainment by night.

For more information about the MarketHub Europe event, please visit <https://www.themarkethub.com/europe/>

## **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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