

# [Hotelbeds strengthens commitment to offer hoteliers high-value bookings with plan to add 14,000 travel agent customers](#)

Submitted by AnnaMonreal on Tue, 02/07/2019 - 00:00

- Hotelbeds plans to add 14,000 new travel agent customers by 2022 to take the total number of travel agents to 64,000.
- Plan forms part of Hotelbeds' strong commitment to offer hotelier partners incremental bookings from non-domestic and high-value guests.
- Growth focused on luxury agents and those specialising in high-value and long-haul trips.

**Palma, 2<sup>nd</sup> July, 2019.** Hotelbeds, the world's leading bedbank, has announced today an ambitious plan to increase the number of travel agent customers affiliated to the bedbank booking platform as part of its commitment to offer hoteliers access to high-value guests.

The goal of this strategic plan is to add 14,000 new travel agent customers - focusing in particular on luxury travel agents and those specialising in high-value, long-haul bookings - in the coming next three years, taking the total to over 64,000 travel agents globally.

Travel agents - along with tour operators, airlines and points redemption schemes - form a central part of Hotelbeds' strong commitment to offer to hoteliers incremental bookings of non-domestic and high-value guests who book further in advance, cancel less, pay more for a room, spend more in destination and come back more frequently.

**Carlos Muñoz, Bedbank Managing Director commented:** "Recently we announced the beginning of a new era for Hotelbeds under a single unified brand and purpose: to support our hotel partners by providing incremental bookings of non-domestic and high-value guests through a network of B2B travel trade buyers formed by travel agents, tour operators, points redemption schemes and airlines.

"Our three-year plan for the retail channel is to continue to grow the number of travel agents to over 64,000 by 2022 - an increase of 14,000 - especially in niche segments such as luxury and high-end, long-haul oriented and specialty packages.

"The recently refreshed new Bedsonline brand - which is the retail brand used by Hotelbeds - and enhanced value proposition for customers, along with our strong local relevance and presence, improved product offering and tools are going to be the key drivers in achieving this goal."

## **About Hotelbeds**

Hotelbeds is the world's leading 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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