

# **León Herce joins Hotelbeds as Global Sales Director**

Submitted by AnnaMonreal on Mon, 05/08/2019 - 10:04

- Role created to combine all sales functions, including wholesale, retail travel agents, airlines and B2B2C business lines.
- Herce joins Hotelbeds from Amadeus, where he held the position of Global Executive Vice President Retail and EMEA Managing Director across all segments.
- Additionally Herce will become a member of Hotelbeds' Executive Committee.

**Palma, Spain, 5th August 2019** - [Hotelbeds](#), the world's leading bedbank, has announced today the recruitment of León Herce.

Herce joins as Global Sales Director in a newly created role leading the sales of Hotelbeds' full portfolio of products including accommodation, transfers, car hire, tickets and excursions via the wholesale, retail travel agents, airlines and B2B2C business lines (including the Bedsonline and Hotelopia brands).

In addition to his role as Sales Director, Herce will become a member of the company's Executive Committee.

Previously Herce spent over 15 years at travel technology company Amadeus, most recently as global head of the retail business. Previously he held roles such as VP for Latin America & the Caribbean, VP Sales & Marketing for Asia-Pacific, and Director of Group Controlling & Commercial Finance.

**Carlos Muñoz, Managing Director, Hotelbeds**, said, "It gives me great pleasure to confirm that León Herce will be joining us as Global Sales Director. We felt it was the right moment to combine all the sales teams from the wholesale, retail travel agent, airlines and B2B2C teams under the leadership of one person - and León's considerable experience in a variety of leading sales roles globally makes him the perfect person."

**León Herce, Global Sales Director, Hotelbeds**, said, "It's a real honour to be joining Hotelbeds at this key stage in its development and I look forward to helping the company grow its market share further. Together with my new team I want to make our tour operator, airlines, points redemption scheme, and retail travel agent clients more competitive and more profitable by providing them with unbeatable deals and world-class customer service."

## **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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