

[Adventure Inc. signs first bedbank partnership with Hotelbeds](#)

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- First global B2B accommodation wholesaler partnership for Adventure, one of Japan's leading travel ecommerce business.
- Access to more than 180,000 unique hotel properties distributed globally via the Hotelbeds system boosts Adventure's plans for global expansion.
- Partnership further strengthens Hotelbeds' sales presence in important outbound Japanese source market – benefiting hotelier partners globally.

Tokyo, 7th August 2019 – [Hotelbeds](#), the world's leading bedbank, has announced today a partnership with Adventure Inc., the Japanese online travel business in Japan and owner of Skyticket.

The agreement with Hotelbeds is Adventure's first partnership with a global business-to-business accommodation wholesaler partner and forms part of Adventure's plans to expand its sales presence globally.

This new collaboration increases Adventure's inventory by gaining access to more than 180,000 unique hotel properties globally available via the Hotelbeds system, many of them under exclusive terms and conditions.

Meanwhile the addition of one of Japan's leading online travel businesses to the client portfolio gives the hotel partners of Hotelbeds further access to one of the world's most important outbound travel source markets.

Adventure's Skyticket website sells tickets for 17 domestic airlines and over 500 international airlines, as well as accommodation.

Hui-Wan Chua, APAC Regional Director for Wholesale Sales at Hotelbeds, said, "It's really an honour to become Adventure's first global B2B accommodation wholesaler partner and to be there right from day one helping to support them in their international growth. Japan is an exceptionally important outbound source market in the wholesale channel for Hotelbeds in APAC, and our 5th largest source market in the region. Meanwhile this is excellent news for our hotel partners globally, all of whom place high value on bookings from Japanese guests."

Shunichi Nakamura, CEO at Adventure, said, "We are absolutely thrilled to be entering into a partnership with Hotelbeds and were attracted by the high-quality and directly source inventory on offer, often at exclusive prices. Our success in the market has been driven by gaining loyalty customers, with 60% repeat booking rate, and it is important to be able to offer them the best products and service. As we look to expand globally having a partner that can serve us in every source market, both in terms of products and operations, is essential and the Hotelbeds global presence is very reassuring for us."

Currently a total of 180,000 unique hotel properties globally are available on the Hotelbeds system and a majority of the hotels are directly contracted under exclusive terms and conditions. This growth has been driven by the renewed focus of Hotelbeds in providing its hotel partners with incremental and high-value bookings via its network of over 60,000 B2B travel trade buyers – including tour operators, retail travel agents, airline websites and loyalty and reward points schemes.

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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About Adventure Inc.

Adventure Inc is a Japan-based company mainly engaged in consumer business to sell products and provide services to individuals and companies as well as investment business to invest in businesses and companies that can expect capital returns. The Company operates in two segments. The Consumer segment involves in the provision of travel goods and services, sales of tickets and sports apparel etc. The Investment segment involves in the investment to businesses or companies which has good potential and can expect capital returns.

For more information, please visit <https://adventurekk.com/>.

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