

## **Luxair signs a partnership with Hotelbeds**

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- Hotelbeds to provide Luxair Luxembourg Airlines – the regional airline offering service to most of Europe’s largest cities, business centers and international hubs – with a comprehensive dynamic packaging solution for its City Break Product and hotel only service.
- Partnership gives access to 180,000 unique hotels, in addition to the tours and activities inventory of Hotelbeds’ Beyond the Bed product portfolio.
- Luxair joins the +40 airlines that partner with Hotelbeds for accommodation solutions, delivering more value to hoteliers with access to hard-to-reach and non-domestic high-value bookings.

**Palma, 3<sup>rd</sup> September 2019.** [Hotelbeds](#), the world’s leading bedbank, has announced today a partnership with Luxair Luxembourg Airlines, the flag carrier of Luxembourg that carries almost 2 million passengers every year.

As part of the deal, Hotelbeds will deliver to Luxair its proprietary dynamic packaging platform for Luxair City Break product, providing a curated accommodation inventory of +7,000 hotels across Luxair’s twenty European destinations, and will act as merchant providing fulfilling services to the final Luxair customer.

To complement the Luxair City Break Dynamic Packaging offering, this agreement will also include a standalone hotel-only white-label platform operating as a tab on the home page of Luxair – plus cross-sell via other touchpoints such as email confirmation, manage by booking page, and more.

As a result of this agreement Luxair will gain a wider international reach from Hotelbeds’ network of hotels in over 185 countries with over 180,000 unique hotels, 24,000 transfer routes and 18,000 activities – all sourced by a team of over 1,100 contracting professionals located in the most popular destinations around the world.

This deal adds to the over 40 airlines that currently partner with Hotelbeds, reinforcing its position as an ideal strategic partner for airlines to fulfil their non-air ancillary revenues strategy and for hoteliers to optimize their distribution, accessing hard-to-reach and non-domestic travellers that typically book further in advance, cancel less, spend more in destination, stay longer, and return more often.

**Jon French, Head of Strategic Partnerships EMEA and APAC at Hotelbeds, commented:**

“Luxair prides itself upon providing maximum quality travel at affordable prices to its leisure customers, and we are absolutely delighted to partner with such a prestigious flag carrier as Luxair. We look forward to providing Luxair’s almost 2 million annual passengers with just the kind of curated, exclusive and best-priced hotels they deserve as well as ancillary extras such as tours and activities to complete their experience – all within a seamless booking environment.

“This partnership will allow us to further develop our capabilities specifically for airlines, while reinforcing our commitment to our hotel partners of delivering a distribution route to high-value travellers that are non-domestic and typically cancel less, book further in advance, spend more in destination and come back more often. ”

**Laurent Jossart, Executive Vice-President Airline, from Luxair added:** “We’ve become the natural choice for travellers from the Greater Region who need fast access to other European

locations, and creating a state of the art, fully immersive travel brand experience for our loyal customers forms part of our core strategy. So Hotelbeds seemed the natural partner to take this forward given both its impressive range of directly contracted hotels as well as its tours and activities inventory; additionally the important ability to deliver a cloud-based technological solution with minimal fuss played a big part.

“Moreover, by becoming part of the Hotelbeds community of airlines, we will be in a position to exchange best practices, and access new developments to continue to enhance our value proposition and adapt to the changing environment. By offering our loyal customers flexibility and choice we will now be able to increase customer satisfaction as well as lift both revenues and margins.”

## **About Luxair**

LuxairGroup is a key player and major employer in the economy of the Grand Duchy of Luxembourg and the surrounding Greater Region. LuxairGroup is the umbrella entity for four major activities linked to the fast-paced domain of air transport. The company employs about 2,800 people working in a multicultural and dynamic environment, constantly putting their skills and know-how at the service of customers in order to satisfy the high expectations of today's sophisticated clientele who wants the best at all time and every time.

Luxair Luxembourg Airlines is the flagship activity of LuxairGroup and doubtlessly the one best known to the general public. It defines itself as a regional airline offering fast air service to most of Europe's largest cities, business centers and international hubs. Luxair prides itself upon providing maximum flexibility to its business clients and quality travel at affordable prices to its leisure customers.

The tour operator LuxairTours is growing steadily with about 650,000 passengers per year, and is well-established in Luxembourg and the surrounding Greater Region.

LuxairTours offers a wide range of package deals and thematic holidays: beach & sun, cultural tours and complete discovery trips, tailored to suit a wide variety of vacation desires and all budgets. LuxairTours strives to provide quality travel and services both onboard its aircraft and on-location at the chosen vacation site.

Thanks to the dynamic development of LuxairCARGO, developing as of 1970 in the air freight handling activity, Luxembourg airport is one of the busiest European airports in volume of air freight. With a World-Class latest technology terminal and outstanding air and motorway links, our Cargocenter is one of the largest freight distribution centers in Europe. LuxairCARGO handles every kind of merchandise with ease and efficiency such as high-tech products, perishables (food & flowers), livestock and consumer goods.

LuxairServices provides various services to LuxairGroup's entities as well as to other airlines operating at Luxembourg's Findel Airport. LuxairServices takes care of Passenger Assistance and all tasks relating to fast and efficient servicing of landed aircraft, so they can be on their way as soon as possible. It also manages the activity and maintenance of the airport's service vehicles. LuxairServices' Catering division is responsible for preparing appetizing inflight meals and loading them on-time in the best freshness conditions. They also provide on-demand meals for companies.

## **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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