

## **Hotelbeds expands successful MarketHub events formula globally for 2020**

Submitted by AnnaMonreal on Tue, 10/09/2019 - 13:22

- Due to unprecedented demand from its customer base, MarketHub events from 2020 will now be held annually in the Americas, Europe and Asia-Pacific.
- Additionally, Hotelbeds to launch hotelier focused events in 2020, based on the successful MarketHub format.
- Decision follows the high return of investment that Hotelbeds has experienced from its own large-scale events vs traditional industry tradeshow.

**Palma, Spain 10<sup>th</sup> September 2019.** [Hotelbeds](#), the world's leading bedbank, has today confirmed its plans to expand its successful MarketHub formula.

From 2020 the MarketHub events – typically attended by up to 600 participants from leading tour operators, airlines, loyalty and points redemption schemes – will now be taking place on an annual basis in the Americas, Europe and Asia-Pacific.

MarketHubs are an invitation-only, three-day event that bring together the key decision makers of the top travel distribution players in a dynamic environment of presentations, networking and entertainment. These events have become a regular milestone in the calendar of Hotelbeds' clients since their launch in 2009.

Additionally for 2020, Hotelbeds will hold hotelier focused events based on the successful MarketHub format. In the meantime, Hotelbeds will also be increasing the frequency of its regular series of smaller-scale events for its partners in destinations around the world.

**Carlos Muñoz, Managing Director at Hotelbeds, comments:** *"Our MarketHub events for clients, and our hotelier events, have both proven incredibly popular. At these events we are able to spend quality time with our clients and hotel partners and discuss in detail all the ways we can grow our mutual business together."*

*"Our experience confirms that these events drive a much greater return vs. traditional tradeshow investment and as a result, we have decided to refocus our resources in this direction."*

*"Nonetheless we'll still be attending industry events as delegates to walk the floor, speaking from the podium at conferences and tradeshow, and we'll be taking a stand at ATM Dubai later this year too, so we look forward to welcoming many of you to our booth."*

To learn more about MarketHub events please visit: <https://themarkethub.com/europe/home>

Additionally, to include on your website an embedded video about MarketHub events please use the following link:

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<div class="vz-container" style="position:relative;padding-bottom:56.25%;overflow:hidden;height:0;max-width:100%;"><iframe id="vzvd-20346888" name="vzvd-20346888" title="video player" class="video-player video-player-responsive" type="text/html" width="100%" height="100%" frameborder="0" allowFullScreen allowTransparency="true" src="https://view.vzaar.com/20346888/player" style="position:absolute;top:0;left:0;" allow="autoplay"></iframe></div>
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## 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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