

Hotelbeds and easyJet holidays sign strategic partnership

Submitted by Antonia Aguilo on Wed, 04/12/2019 - 10:06

- Hotelbeds signs five year hotel distribution deal with easyJet holidays
- Hotelbeds platform provides access to 180,000+ hotel properties, many contracted under exclusive terms and conditions, available globally.
- More than 40 airlines already partner with Hotelbeds for accommodation solutions – offering hoteliers access to hard-to-reach and non-domestic high-value bookings.

Palma, Spain 4 December 2019 – [Hotelbeds](#), the world's leading bedbank, has today announced a strategic partnership with the all new easyJet holidays.

Hotelbeds has signed a strategic five year accommodation supplier agreement with easyJet holidays who will feature handpicked hotels from the Hotelbeds platform on its website along with directly contracted hotels for customers to choose from.

The Hotelbeds platform provides access to more than 180,000 unique hotel properties around the world, many of which are contracted under exclusive terms and conditions by a team of over 1,100 contracting professionals located in the most popular leisure destinations around the world.

Carlos Muñoz, Managing Director, Hotelbeds, said, "As the strategic bedbank partner of easyJet holidays, we look forward to watching it grow into one of Europe's biggest holiday companies.

"All of us at Hotelbeds are immensely proud of the work we have done in helping easyJet holidays reach this point and we're delighted to be able to continue working with them. This has demonstrated that Hotelbeds has the experience, technology and hotelier relationships available to help airlines implement and grow their tour operating volumes. This is already our fastest growing area, with over 40 partners globally."

Garry Wilson, CEO, easyJet holidays, commented, "We have just launched our new easyJet holidays business bringing it in-house and selling directly to customers for the first time. It's great to be able to continue our relationship with Hotelbeds working with them as a strategic bedbank partner. We've handpicked a portion of their properties to feature alongside a selection of our directly contracted hotels to give our customers some of the best hotels in Europe for their beach and city holidays. We look forward to growing and scaling our business working alongside Hotelbeds and complementing our in-house team."

This deal adds to the over 40 airlines that currently partner with Hotelbeds, including the recently announced partnerships with Singapore Airlines and Luxair. The partnership with easyJet holidays reinforces the Hotelbeds position as an ideal strategic partner for airlines to fulfil their non-air ancillary revenues strategy.

In recent years Hotelbeds has grown the number of properties available to over 180,000 as part of a renewed focus on providing 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.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Instagram: @hotelbeds_official

Hotelbeds media contact

PR, Media Relations & Corporate Affairs

Roman Townsend rtownsend@hotelbeds.com

Thumb image

