

## **citizenM Shanghai Hongqiao gains access to incremental and high-value guests via Hotelbeds partnership**

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- The citizenM Shanghai Hongqiao hotel gains access to world's largest distribution network of B2B travel trade buyers, with 60,000+ tour operators, points redemption schemes, airlines, and retail travel agents.
- Additionally the hotel will benefit from incremental, non-domestic bookings from high-value guests that pay higher rates, stay longer, cancel less, and spend more in destination.
- The deal covers the wholesale and retail distribution of citizenM Shanghai Hongqiao via both the Hotelbeds and Bedsonline brands.

**Shanghai, 13th January 2020** - [Hotelbeds](#), the world's leading bedbank, has announced a strategic partnership with citizenM Shanghai Hongqiao, a Shanghai based property of the Netherlands-based hotel chain citizenM.

The partnership will provide Hotelbeds with exclusive access to citizenM Shanghai Hongqiao's portfolio of more than 300 rooms. The 4-star affordable luxury hotel opened in June 2019 and is the 2<sup>nd</sup> property of citizenM in Asia-Pacific, and the 15<sup>th</sup> opening worldwide for the brand.

The agreement provides citizenM with distribution via both the wholesale and retail distribution channels of Hotelbeds, which operate under the 'Hotelbeds' and 'Bedsonline' brand names respectively.

With this new agreement citizenM increases its supply of inventory to the Hotelbeds distribution network, reaching over 60,000 travel trade buyers using the Hotelbeds booking platform, including tour operators, retail travel agencies, airlines and points redemption schemes in over 140 source markets.

Such B2B travel trade buyers will provide citizenM with a higher level of non-domestic bookings from high-value guests that typically book further in advance, pay more per room, cancel less, spend more in destination and are more likely to book again.

**Forrest Zhang, Managing Director China, Hotelbeds**, said, "We are delighted to partner with citizenM Shanghai Hongqiao to grow our business together. As a brand, citizenM is a boutique hotel with an affordable luxury experience and we are pleased to be able to offer this stylish and high-tech accommodation to our over 60,000 B2B travel trade buying customers such as tour operators, retail travel agents, airlines and points redemption schemes. Many of our customers look for trendy products and superior rooms and this new deal with citizenM ticks all these boxes."

**Kevin Yu, Hotel Manager at citizenM Shanghai Hongqiao**, said, "We're very excited to start a partnership with Hotelbeds. We have ambitious plans to grow further and extend our reach to more international markets, and Hotelbeds is the right partner to do so due to its extensive global reach of B2B travel buyers. citizenM is known for its unique style, top-line amenities, and innovative technology and we're confident that we will provide a great new option for travellers who book their stays in Shanghai through Hotelbeds. We look forward to growing bookings together."

## About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties 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 citizenM

The citizenM philosophy is 'affordable luxury for the people', offering guests all the luxuries they would expect from a high-end hotel in a prime location, but without sky-high prices. citizenM was founded by Rattan Chadha, the founder and former CEO of the fashion brand Mexx. The first citizenM hotel opened at Amsterdam's Schiphol Airport in 2008, and the brand now operates 19 hotels in some of the world's most exciting cities including Shanghai, London, Paris, New York, Amsterdam, Copenhagen, and Kuala Lumpur.

citizenM intends to keep growing as a fully integrated owner-operator in selected gateway cities around the world. Its unique value proposition, delivering a high profitability per square meter, allows the brand to develop hotels on prime locations in cities with the highest barriers to entry. citizenM can acquire development sites and turnkey delivered hotels and is open to joint ventures on individual projects. citizenM considers new-build developments, office conversions, components of

mixed-use schemes or conversions of existing hotels. The company will also selectively consider asset light transactions.

In Asia Pacific the key target cities for further expansion are Sydney, Melbourne, Tokyo, Osaka, Hong Kong, Singapore, Shanghai and Beijing. citizenM aims to develop multiple hotels per selected target city.

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