

Hotelbeds replaces holiday season corporate gifts with World Wildlife Fund donation

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- Since 2010 Hotelbeds has successfully replaced holiday season 'corporate gifts' with a digital greeting that represents a charity donation.
- Funds raised this year go to the World Wildlife Foundation (WWF), for its fight to support climate change action.
- In total around €7,500 have been donated and will be earmarked to support WWF goals.

Palma, Spain, 28th January 2020 - [Hotelbeds](#), the world's leading bedbank, has announced today that the money raised through its policy of replacing holiday season corporate gifts with a charity donation will this year go to the World Wildlife Fund (WWF), an international non-governmental organization dedicated to preserving the wilderness.

As part of the initiative, for each digital Christmas card sent by Hotelbeds to its partners around the globe the company donates 20 euros to the WWF. Thus far in total €7,500 have been donated over the holiday season to support this important cause.

WWF is the world's largest conservation organization with over five million supporters worldwide, working in more than 100 countries, supporting around 1,300 conservation and environmental projects. WWF aims to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. Its current work is organized around six areas: food, climate, freshwater, wildlife, forests, and oceans.

Teresa Laso, Head of Corporate Sustainability at Hotelbeds, explained: "As we all know, there is no Planet B, and climate change is now affecting every country on every continent. For this reason, this year we have taken action to stop climate change from getting worse through our partnership with the WWF.

"With the funds that we would have spent on holiday season gifts for partners we are instead supporting the WWF goals for protecting and conserving the world's forests.

"As a leading company in the B2B travel sector, with many employees around the globe, we have a great responsibility to raise awareness about important issues and promote good practices amongst our employees."

Since 2010 Hotelbeds has been making donations for Christmas instead of purchasing corporate gifts. In previous years the donations have been aimed at other charities and humanitarian agencies, such as Le Passage Travel Foundation in India, UNHCR and Care International.

This initiative is aligned with the Corporate Social Responsibility approach of Hotelbeds and the company's commitment to make a positive impact on its local communities.

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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