

Hotels gain access to Brazil's leading points redemption programme via Hotelbeds

Submitted by nbaumgartner on Thu, 30/01/2020 - 14:08

- Hotelbeds signs preferred agreement with Dotz, the leading Brazilian points redemption company.
- Dotz's 40 million Brazilian subscribers are now able to book Hotelbeds' contracted hotels in Brazil.
- Over 50 loyalty programs, employee benefit and points redemption programmes are now working with Hotelbeds worldwide, many in the North and South American markets.
- Loyalty and points redemption programs provide hotels with incremental and high-value guests that complement the direct channel and allow them to sell opaque rates.

Palma, Spain, 30th January 2020. [**Hotelbeds**](#), the world's leading bedbank, has today announced a preferred agreement with Dotz, the leading Brazilian points redemption programme.

As part of the agreement Dotz's 40 million Brazilian subscribers are now able to reserve hotel properties available in Hotelbeds' Brazilian portfolio, many of which are directly contracted under exclusive terms and conditions.

Meanwhile Hotelbeds' Brazilian hotel partners of Hotelbeds in Brazil now gain access to Dotz's over 40 million+ subscribers in Brazil, many of whom arise from partnerships with some of the country's biggest banks (including Banco do Brasil and Caixa Economica Federal) as well as leading supermarkets.

This news follows a strategic push from Hotelbeds to gain partner with more points redemption, employee benefits and loyalty program clients. Already the company can confirm has over 50 existing clients, many of them in the North American market, with many more in the pipeline.

The points redemption, employee benefits and loyalty program channel forms part of the Hotelbeds' commitment to provide its hotel partners with high-value, and incremental bookings. Many reservations from this channel come from are generated from long-haul markets that on average book further in advance, pay higher rates, cancel less, stay longer, spend more in destination and return more often.

Jason Soss, Global Head of Strategic Partnerships at Hotelbeds, commented "Brazilian hoteliers will be hugely excited by the opportunity to access the 40 million subscribers of the

market's biggest and most innovative points redemption player, Dotz.

"We recognised early on that loyalty, employee benefits and points redemption programs were of particular interest to our hotel partners around the world, not least as the channel allows hoteliers to confidently sell opaque rates. The channel provides hoteliers with incremental, high-value guests that spend more per night, cancel less, stay longer, spend more in destination and come back more often. What hotelier wouldn't like reservations like that?

"We are now working with over 50 of the biggest and most prestigious programs globally, many of them in North and South America. They see the obvious value in offering their customers access to our portfolio of over 180,000 hotels, many of them contracted under exclusive terms and conditions. It's a classic win-win situation."

Guilherme Bayer, Marketplace Manager at Dotz, commented "As part of our promise to offer our subscribers the best deals all the time, partnering with Hotelbeds seemed the next logical step due to the combination of its large global portfolio and the exclusive rates on offer – not to mention the technology and operational ease of dealing with just one partner."

In addition to points redemption, employee benefits and loyalty programs, Hotelbeds also offers its 180,000 hotel property partners around the world access to over 60,000 B2B travel buyers such as tour operators, retail travel agents, and airline websites – all of whom also offer incremental and high-value reservations.

About Hotelbeds

Hotelbeds is the world's leading business-to-business 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 programs 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.

About Dotz

With more than 20 years on the market and 40 million clients, Dotz it's the leading points redemption program in Brazil. The Dotz coin, which makes the Brazilian's life more profitable, allows the consumer to earn Dotz in everyday purchases in several places, with an extensive network of physical and online partners. Then, the Dotz can be exchanged for more than 50,000 product options, in addition to airline tickets, hotel reservations, bill payments and cell phone recharge. About DZ 900 are distributed per second, generating more than 10,000 exchanges per day.

Follow us on:

LinkedIn: <https://www.linkedin.com/company/hotelbeds-group>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Hotelbeds Media contacts

Media Relations & Corporate Affairs

Roman Townsend rtownsend@hotelbeds.com

Thumb image

