

## **Hotelbeds launches innovative COVID-19 updates via WhatsApp and Facebook Messenger**

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- Launch of WhatsApp and Facebook Messenger subscription services for clients and hotel partners.
- Interactive menu offers automated responses to latest updates including force majeure details and destination closure guidance.
- Information complements Hotelbeds' dedicated COVID-19 response website launched in mid-March.

**Palma, Spain, 21st April 2020** - [Hotelbeds](#), the world's leading bedbank, has today announced the launch of two innovative COVID-19 operational update services for partners.

Hotelbeds has developed an automated [WhatsApp](#) and a [Facebook Messenger](#) service to enable partners to receive the latest updates on operational issues related to COVID-19.

Examples of information available via the WhatsApp and Facebook Messenger services include:

- Details of the global force majeure that Hotelbeds has put in place for all bookings worldwide (with some exceptions) until April 30.
- Lists of destinations that have been closed by local governments, along details of how pre-existing bookings for those markets are being proactively cancelled.
- Information on how to cancel and modify bookings via the Hotelbeds website.
- Reference copies of official update emails sent to partners over the last few weeks.
- Plus Q&As to answer the most common questions asked by partners

By subscribing to the services Hotelbeds partners can ask questions via an interactive menu with automated responses, request responses from the operations teams, and subscribe for further updates.

The information available in both the WhatsApp and Facebook Messenger service complements the comprehensive information available from the dedicated [COVID-19 operational website](#) created by Hotelbeds in mid-March and updated daily since.

**Gareth Matthews, Marketing & Communications Director of Hotelbeds**, comments: "Up-to-the minute operational updates on COVID-19 are essential to both our clients and hotel partners during these challenging times.

"We quickly developed our COVID-19 dedicated website resource for partners but were keen to go further by allowing people to also access information via convenient channels like WhatsApp and Facebook Messenger - I'd like to thank the team for developing this in record time.

"To all our clients and hotel partners out there I'd just like to say that we recognise that these are very tough times. But we want you to know that we will be with you all the way, right now and then when you and your customers and guests are ready to go again.

"Over the coming weeks and months we'll be announcing further actions that we'll be taking to fulfil this promise."

Clients and hotel partners looking for the full weblinks to register for the services can find them [by](#)

[clicking here.](#)

## **About Hotelbeds**

Hotelbeds is the world's leading business-to-business 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 – while 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 partners 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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COVID-19

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