

## **Hotelbeds launches 'Holidays for Heroes' campaign to thank frontline COVID-19 professionals**

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- Campaign offers frontline COVID-19 workers discounts of up to 25% for participating hotels with the security of fully refundable rates.
- Additionally, Hotelbeds will donate €5 for every reservation made to the International Committee of the Red Cross (ICRC) for programmes to help the world's most vulnerable communities worldwide respond to COVID-19.
- Mid-May launch for arrivals until the end of the year and all hotels working with Hotelbeds are eligible to sign-up to welcome heroes.

**Palma, Spain, 27th April 2020** - [Hotelbeds](#), the world's leading bedbank, has announced today the launch of a 'Holidays for Heroes' campaign in partnership with participating hotels.

The objective of the campaign is to give exclusive discounts of up to 25% to frontline 'heroes' for all bookings made via selected Hotelbeds partners and the company's retail brand Bedsonline.

The booking period for the campaign will be from mid-May up until 31st October for arrivals up until the end of the year and all rates will be fully refundable.

Additionally, Hotelbeds will donate €5 to the International Committee of the Red Cross (ICRC) for every reservation. The funds will be used for ICRC programmes assisting vulnerable communities worldwide in the fight against COVID-19.

Holidays for Heroes is designed to acknowledge the efforts of all those frontline professionals who are working hard to combat COVID-19 and workers such as health professionals, security forces and bodies, farmers, supermarket and pharmacy workers, delivery workers, cleaning staff, journalists and more will be eligible.

Hotelbeds is currently working hard to sign-up hotel properties to participate in the program and welcome heroes. All hotels currently working with Hotelbeds are eligible to participate and simply need to offer exclusive discounts to the eligible 'heroes'.

The exclusive rates offered by participating hotels will be distributed across Hotelbeds' network of over 60,000 B2B travel buyers globally, such as travel agents, tour operators, airlines and points redemption schemes.

**León Herce, Global Sales Director at Hotelbeds**, said: "Despite the difficult situation many people around the world are experiencing, there are some very important unsung heroes that are giving their best by working for our safety and well-being: health professionals, police officers, supermarket employees and many more.

"At Hotelbeds we want to thank them in the way we know best: helping them with a holiday when the time is right! These negotiated exclusive rates on participating properties will do just that for them when this pandemic is eventually over, but giving them the certainty to book now knowing that the rates are refundable.

"Already we've heard from many hoteliers keen to offer discounts to heroes and participate in this campaign, but any extra hoteliers out there keen to participate should contact their Hotelbeds contracting manager today.

“Likewise we cannot stop thinking about all those who have been most affected by this pandemic, and that is why, for every booking received, Hotelbeds will donate €5 to the International Committee of the Red Cross for programmes to assist those most vulnerable to COVID-19.”

## **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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## About the ICRC

The International Committee of the Red Cross is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance.

[www.icrc.org](http://www.icrc.org)

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