

# **Hotelbeds to launch 'Safe2Stay' to support industry recovery**

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- 'Safe2Stay' consolidates into one filterable category the different COVID-19 health and safety measures in place from hotels and providers of transfers, activities, events, theme parks and car rental.
- All Hotelbeds supplier partners are eligible and protocols from partners such as Accor, Radisson, Hyatt, RIU Hotels and Resorts, the American Hotel & Lodging Association and the Spanish Institute of Tourist Quality will be included.
- The category will feature a badge alongside information that will be made available to clients of both Hotelbeds and Bedsonline via a filter on the booking engine.

**Palma, Spain, 26<sup>th</sup> May 2020** - [Hotelbeds](#), the world's leading bedbank, has announced plans to launch

Safe2Stay is a distribution filter category that consolidates and displays in the booking process the different COVID-19 health and safety protocols and certifications that travel industry companies, tourism boards and lobby groups have recently created.

The Safe2Stay category covers both accommodation and providers of services such as transfers, activities, theme parks and car rental. All products with a listing in the category will feature a Safe2Stay badge in the booking engine along with details of what this means outlined in a glossary compiling all protocols in one reference point.

All partners working with Hotelbeds that have created their own COVID-19 health and safety protocols are eligible to include their information in the filter category and hotels partners can do so directly via MaxiRoom, Hotelbeds' partner extranet.

Global health and safety certifications from hotel chain partners such as Accor, Radisson, Hyatt and RIU Hotels and Resorts, as well as organizations such as the American Hotel & Lodging Association and Turismo de Portugal, will be displayed in the Safe2Stay filter category alongside those of many other companies and institutions.

This category will be visible as a filter on the Hotelbeds and Bedsonline booking engines and the same information will be made available to all of Hotelbeds' API clients to configure into their own systems.

**Tobias Thibaut, Risk, Compliance, Internal Audit & Sustainability Director at Hotelbeds**, said: "Today more than ever, we need to focus on the safety and wellbeing of guests during the COVID-19 pandemic. When it becomes available in a few weeks our 'Safe2Stay' filter category will be very valuable for our clients when reserving a hotel for their customers or other ancillary products by giving them greater confidence and thus helping the tourism sector recover more quickly.

"As there are already many different standards and certification processes out there, it is important to bring them together under one category and for the information to be easily displayed in the booking process. We encourage all our supplier partners out there who have introduced their own standards or who are adhering to third party standards to input the details in MaxiRoom right away to gain the Safe2Stay badge"

This news follows the recent announcement that Hotelbeds has backed the World Travel & Tourism Council's 'Safe Travels' initiative and is working towards making this available in Hotelbeds' distribution process. Safe Travels creates global recovery protocols - including for hotels - for the COVID-19 pandemic, with the help of industry associations, health experts and governments.

## **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 - 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 25,000 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 4,500 employees across over 60 offices globally.

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