

Hotelbeds signs ancillary distribution agreement with Trip.com Group

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- Trip.com Group's users gain access to Hotelbeds' Beyond the Bed portfolio of 18,000 activities in 690 destinations, 25,000+ transfer routes in 1,100 destinations, as well as theme-park attractions and events tickets.
- Supplier partners of ancillaries to Hotelbeds are able to sell their inventory to Trip.com Group's 400 million users via both the Chinese and non-Chinese distribution channels of Trip.com Group, which operates the Ctrip, Trip.com, and Skyscanner brands.

Shanghai, June 4th 2020 - [Hotelbeds](#), the world's leading bedbank, has announced a strategic partnership with Trip.com Group, a leading provider of online travel and related services that operates the Trip.com, Ctrip, and Skyscanner brands.

The partnership will provide Trip.com Group with access to Hotelbeds' Beyond The Bed portfolio of more than 18,000 activities in 690 destinations, 25,000 transfer routes in 1,100 destinations, as well as theme-park attractions and entrance tickets for events all over the world.

Products from the Beyond The Bed portfolio will be directly connected with Trip.com Group's system via API connectivity. End customers will get access to Beyond The Bed's attractive portfolio of tours and activities through Trip.com Group's in-destination services sales points, vacation packaging and packaged tour channels.

The agreement provides ancillary supplier partners of Beyond The Bed with access to Trip.com Group's 400 million customers via both the Chinese and non-Chinese distribution channels of Trip.com Group, which operates the Ctrip, Trip.com, and Skyscanner platforms.

Forrest Zhang, Managing Director China, Hotelbeds, said, "We're very pleased to extend our long-standing partnership with Trip.com Group as their customers are highly-valued by our supplier partners all around the world. We've worked hard over the last few years to make our ancillaries product range more and more relevant for Chinese travellers and our local sales team presence in China ensures that the sales process is China-friendly. Trip.com Group has more than 43% market share of China's online tourism, itself the biggest tourism market in the world, and the market is rapidly growing year-on-year so we expect this partnership to generate significant sales growth for our supplier partners around the world."

Xiaojiang Yu, CEO of Tickets & Activities Business Unit at Trip.com Group, said, "We're very excited to gain access to in-destination ancillary services via the Beyond the Bed portfolio of Hotelbeds. Many of our customers look for unique travel products that can give them authentic local experiences when travelling internationally and the Hotelbeds range of products and high level of exclusive deals is both incomparable and, importantly, adapted for the needs of Chinese travellers."

About Hotelbeds

Hotelbeds is the world's leading 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 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 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.

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About Trip.com Group Limited:

Trip.com Group Limited is a leading one-stop travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group enables local partners and travelers around the world to make informed and cost-effective bookings for travel products and services, through the aggregation of comprehensive travel-related information and resources, and an advanced transaction platform consisting of mobile apps, Internet websites and 24/7 customer service centers. Founded in 1999 and listed on NASDAQ in 2003, Trip.com Group has become one of the best-known travel brands in the world, with the mission of 'making every trip the perfect trip.

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