

## [Hotelbeds signs preferred distribution agreement with Radisson Hotel Group](#)

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- Hotelbeds to distribute Radisson Hotel Group's 1,100 hotels in operation in 120 countries to over 60,000 B2B travel buyers, including retail travel agents, airlines, loyalty programs and tour operators.

**Palma, Spain, 23 June 2020** - [Hotelbeds](#), the world's leading bedbank, has entered into a preferred partnership with [Radisson Hotel Group](#), one of the world's largest hotel groups.

The collaboration was signed in April of this year and takes the form of a preferred agreement.

Through this agreement, Radisson Hotel Group will distribute via Hotelbeds' network of more than 60,000 B2B travel buyers such as tour operators, retail travel agents, airlines and loyalty programs across more than 140 source markets worldwide.

At the same time, Hotelbeds' customers will gain access to preferential rates and availability across Radisson Hotel Group's portfolio of over 1,100 hotels in more than 120 countries worldwide, representing seven brands including Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Hotelbeds' portfolio of 60,000 B2B travel buyers will offer Radisson Hotel Group incremental, high value bookings from non-domestic markets that typically book further in advance, pay more per room, stay for longer, cancel less and spend more at the property.

Radisson Hotel Group will distribute its hotel rooms through Hotelbeds' two main channels: the wholesale distribution channel that operates under the 'Hotelbeds' brand, and the retail channel, Bedsonline, that caters to retail travel agents.

**Mark Redmond, Head of Global Chains at Hotelbeds commented:** "Radisson Hotel Group is one of the world's largest hotel groups and we are delighted to sign a preferred partnership with them. Once restrictions are removed and travel begins to start again, I am certain that our 60,000 B2B travel buying clients will be very excited about gaining access to special rates and availability for Radisson Hotel Group's well-known brands such as Radisson Blu, Park Plaza or Park Inn by Radisson."

**Eric de Neef, EVP & Global Chief Commercial Officer at Radisson Hotel Group**, added: "Through the alliance with Hotelbeds we have access to a leading and strategically important B2B distribution network, including both wholesale and retail distribution worldwide through Bedsonline. As we start to re-boot, re-shape and re-boost the business after the peak of the crisis, we want to continuously extend our sales reach, and Hotelbeds is the right partner to achieve this. We look forward to working with Hotelbeds and to not only grow overall bookings together, but more importantly to grow incremental, high-value bookings."

Both Radisson Hotel Group and Hotelbeds support and endorse the "Safe Travels" protocols of the World Travel & Tourism Council (WTTC), that are aimed at helping restart the global tourism industry.

To reinforce the message of health and safety, Hotelbeds has recently launched “Safe2Stay”, a filter category that consolidates and displays in the booking process the hotel properties that are following the different COVID-19 health and safety protocols and certifications that travel industry companies, tourism boards and lobby groups have recently created.

This category covers the [Radisson Hotels Safety Protocol](#), which is a program of in-depth cleanliness and disinfection procedures to further strengthen the hotels’ existing rigorous sanitation, cleanliness, and disinfection guidelines, in partnership with SGS, the world’s leading inspection, verification, testing and certification company.

## **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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## **Hotelbeds Media Contact**

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## About Hotel Radisson Group

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 100,000 team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

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