

[Hotelbeds signs new strategic partnership with Louvre Hotels Group](#)

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- Hotelbeds provides Louvre Hotels with access to world's largest distribution network of travel trade buyers, including 60,000+ tour operators, points redemption schemes, airlines and travel agents.
- Louvre's 1,500 hotels in 54 countries, representing 100,000 rooms will be available in Hotelbeds' wholesale and retail distribution channels.

Palma, Spain, 14 July 2020 - [Hotelbeds](#), the world's leading bedbank, has entered into a strategic partnership with [Louvre Hotels Group](#), a major player in the global hospitality industry.

This agreement will further strengthen Louvre's distribution reach via Hotelbeds' network of over 60,000 travel trade buyers in 140 source markets, including airlines, points redemption schemes, retail travel agents and tour operators.

At the same time, Hotelbeds' customers will gain access to preferential rates and availability from across Louvre Hotels Group's portfolio of over 1,500 hotels in 54 countries worldwide, representing over 100,000 available rooms.

Hotelbeds' travel trade buying partners will have access to the complete portfolio of six Louvre brands ranging from one to five stars properties, including: Première Classe, Campanile, Kyriad, Kyriad Direct, Tulip Inn, Golden Tulip and Royal Tulip.

Meanwhile Hotelbeds' portfolio of 60,000 travel buyers will offer Louvre Hotels Group a wider international reach and incremental bookings from end customers whose average profile means they typically book further in advance, pay more per room, stay for longer, have lower cancellation rates and spend more on property.

As part of this agreement, Louvre Hotels Group will distribute its hotel rooms through Hotelbeds' two main sales channels: wholesale sales under the 'Hotelbeds' brand, and retail sales via the Bedsonline brand, that caters to retail travel agents.

Mark Redmond, Head of Global Chains at Hotelbeds commented: "We are delighted to sign a preferred partnership with Louvre Hotels Group, a major player in the global hospitality industry with a great portfolio that includes 1,500 hotels in 54 countries - and over 100,000 rooms available. They have a full hotel offering, spanning one to five star properties, with well known brands such as Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, and Royal Tulip. Now, as the current restrictions on travel begin to ease I am certain that our 60,000 travel trade clients will be very excited to gain access to special rates and availability across Louvre's full portfolio."

Olivier Daurat, VP Sales and Distribution at Louvre Hotels Group, added: "This alliance is very important for us as thanks to Hotelbeds we can have access to one of the largest travel trade distribution networks available, including both wholesale and retail buyers. We look forward to working with Hotelbeds to grow our overall bookings together and more importantly to generate incremental, high-value reservations once travel demand picks back up again."

Louvre Hotels Group is owned by Jin Jiang International Holdings Co. Ltd., one of China's leading travel and tourism conglomerates and the second largest hotel group in the world.

Moreover, since the outbreak of the pandemic, Louvre Hotels Group has launched the “Clean & Safe” reassurance program and implemented preventive measures through its Charter of Commitment for its 1,500 hotels around the world. The group has put in place a specific training program for all staff to ensure full compliance with the recommendations of the World Health Organization, the Government, and Regional Health Agencies. As clients’ well-being and safety are Louvre’s top priorities, the group’s safety procedures are being overseen by two health and safety protection experts, Mérieux Nutrisciences in France and NSF International worldwide.

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 Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting over 1,500 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn and Première Classe; the 5 brands of the Sarovar network in India, the Hôtels and Préférence group, the TemptingPlaces brand as well as the Chinese brand Metropolo. The Group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world’s second largest hotel group

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Hotelbeds Media Contact

PR, Media Relations & Corporate Affairs

Antonia Aguiló - a.aguilo@hotelbeds.com

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