

# **Bedsonline launches platform to equip travel agencies with live destination trends and powerful marketing capabilities**

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- **'The Compass'** is a tool that harnesses Bedsonline's live data intelligence to help travel agents identify the top trending destinations and the most attractive offers available.
- The platform equips agencies with powerful marketing capabilities that enable an agent to easily select the top offers in a trending destination and automatically create personalised marketing materials to target their customers via email or WhatsApp.

**Palma, Spain, 6 August 2020** - [Bedsonline](#), the leading global provider of accommodation and complementary travel products exclusively for travel agents, has today announced the launch of **The Compass**, a new online tool to support travel agency recovery efforts.

In response to the current volatility in the marketplace, the platform has been designed to harness Bedsonline's live data intelligence to provide travel agents with insights on the top current trending destinations in their source market as well as providing data on changes in the trends versus previous weeks; average booking lead times; and a selection of the top properties available, featuring the very best rates and conditions.

In addition, **The Compass** also equips Bedsonline users with powerful marketing capabilities that enable an agent to automatically create personalised, branded promotional campaigns with their own selection of hotels that they can then directly target to their customers via email, WhatsApp or other channels.

Travel agent partners can access **The Compass** at no additional cost simply by logging-in at [bedsonline.com](#) - with no need for registration.

**Gareth Matthews, Marketing Director at Bedsonline commented:** "The demand for travel is beginning to return, although of course there is still significant disruption and volatility that is regularly changing the status quo regarding the most popular source / destination corridors. As a leader in our sector we have access to a wealth of live booking data that we wanted to put at the full disposal of our valued customers.

"We've spent the lock-down period preparing The Compass - amongst other new tools and initiatives - to give our Bedsonline travel agent partners a powerful new platform to help them understand the market trends, access a curated set of top products in trending destinations, and provide them with powerful yet user friendly tools to help them market directly to the final consumer."

## **About Bedsonline**

[Bedsonline](#) is the leading global provider of accommodation and complementary travel products exclusively catering to travel agents. Through its online platform, it distributes accommodation, excursions, tickets and transfers to more than 50,000 travel agencies backed by local sales teams in over 30 countries covering over 100 markets globally.

The company offers an extensive portfolio of over 180,000 hotels, 25,000 transfer routes and 18,000 activities in 185 destination countries worldwide, guaranteeing high availability, competitive prices

and unique offers. This portfolio is backed by personalized local service and a powerful yet intuitive booking engine making Bedsonline the defacto partner for many travel agencies around the world.

Bedsonline has focused its strategy in recent years on the expansion of new markets in Europe, America and Asia, such as Germany, the Czech Republic, Mexico, the United States, Colombia, China, Japan and the Philippines. This strategic vision has led the company to occupy a leadership position in its segment.

Bedsonline is part of Hotelbeds, the world's leading bedbank and business-to-business provider of services to the travel industry globally, headquartered in Palma, Spain.

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