

## **Hotelbeds signs strategic agreement with Choice Hotels to provide access to 60,000 travel buyers globally**

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- Hotelbeds to be recognized as a Preferred Wholesaler by Choice Hotels International.
- Hotelbeds provides Choice Hotels with access to the world's largest distribution network of B2B travel trade buyers, with 60,000+ tour operators, retail travel agents, airlines and loyalty point programs.
- Hotelbeds' clients to obtain access to participating Choice Hotels locations worldwide.

**Palma, Spain, 18 August 2020** - [Hotelbeds](#), the world's leading bedbank, announces today a new strategic agreement with [Choice Hotels International](#), one of the world's largest lodging franchisors.

As a result of this agreement, Hotelbeds will now be recognized as a Preferred Wholesaler by Choice Hotels International. This strategic agreement provides Choice Hotels with access to Hotelbeds' high-value distribution network of more than 60,000 travel distribution clients such as tour operators, retail travel agents, airlines and loyalty programs across more than 140 source markets worldwide.

Hotelbeds' portfolio of travel buyers will offer Choice Hotels with incremental, high value bookings from non-domestic markets that typically book further in advance, pay more per room, cancel less and spend more at the property.

At the same time, Hotelbeds' customers will have access to participating Choice Hotels locations worldwide.

As part of this agreement, Choice Hotels will distribute its hotel rooms through Hotelbeds' two main channels: its wholesale distribution channel that operates under the 'Hotelbeds' brand and its retail channel, Bedsonline, that exclusively caters to retail travel agents.

**Mark Redmond, Head of Global Chains at Hotelbeds commented:** "We are delighted to strengthen our relationship with Choice Hotels and grow our mutual business together. This will be a strong relationship delivering special rates and availability across the Choice Hotel portfolio to our 60,000 plus travel distribution clients, while giving Choice Hotels access to a higher-margin, non-domestic niche segment of the travel market."

**Robert McDowell, Chief Commercial Officer at Choice Hotels commented:** "We are very excited to expand our long-standing relationship with Hotelbeds Group through this strategic agreement. It not only provides incremental revenue stream opportunities and international exposure for our U.S. franchisees, but also strengthens confidence in Hotelbeds' valuable wholesale distribution model. Choice Hotels is committed to maintaining rate integrity across all channels, while working to reduce the cost of distribution for franchisees. We believe this agreement improves our ability to achieve this long term, especially in key international source markets."

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 filter category includes Choice Hotels' [Commitment to Clean](#), an initiative that builds upon the strong foundation of their franchisees' long-standing dedication to cleanliness with enhanced

training and best practices for cleaning, disinfecting and social distancing.

## **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 24,000 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 5,000 employees across over 60 offices globally.

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## **About Choice Hotels®**

Choice Hotels International, Inc. is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing nearly 600,000 rooms, in over 40 countries and territories as of June 30, 2020, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

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