

[Hotelbeds increases distribution reach in Latin America with Netactica](#)

Submitted by Antonia Aguilo on Tue, 25/08/2020 - 09:21

- The 180,000 hotels that work with Hotelbeds worldwide are now available to Netactica's more than 70 clients in Latin America.
- Such clients typically offer long-haul guests that book further in advance, pay more per room, stay for longer, have lower cancellation rates and spend more at the property.
- Hotelbeds also offers Netactica's clients access to its extensive portfolio of complementary products of 25,000 transfer routes, 18,000 activities and car rentals.

Palma, Spain, 25 August 2020 - [Hotelbeds](#), the world's leading bedbank, has entered into an agreement with [Netactica](#), a travel technology company dedicated to the travel industry in Latin America.

Thanks to this collaboration, Netactica's 70 plus clients in Latin America, including travel agencies, online travel agencies, tour operators, loyalty programs and airlines gain access to Hotelbeds' extensive portfolio of 180,000 hotels in 140 countries worldwide.

In addition Netactica also now offers its clients ancillary services from the Beyond The Bed portfolio of Hotelbeds, which is composed of 25,000 transfer routes, 18,000 activities in more than 680 destinations, and 30,000 pick-up locations in 170 countries.

Netactica's high-value clients now join Hotelbeds' existing 60,000 B2B travel buyers, who typically book further in advance, pay more per room, stay for longer, have lower cancellation rates and spend more at the property.

With this agreement Netactica aims to optimise the performance of its clients and will boost the sale of Hotelbeds' supplier partners by including informative labels and updating on the latest implementations.

León Herce, Global Sales Director at Hotelbeds, said: "This agreement with Netactica is an important step forward to further strengthen our strategic position in Latin America. Our goal is to make our entire product range accessible to agencies in a simple and automated way, and together with Netactica we are working towards achieving that common goal. Netactica is the perfect partner as they are constantly working to optimize the performance of our common clients by increasing our visibility in their platform. At the same time, our 180,000 hotels worldwide will benefit from this agreement by expanding their distribution to a new range of hard-to-reach and high-value clients in Latin America".

Federico Coen Mitrani from Netactica, added: "We are pleased to gain access to Hotelbeds' extensive product portfolio worldwide. Our travel agency, loyalty program, tour operator, and airlines clients throughout the region - including Colombia, Mexico, Argentina, Bolivia, Brazil, Chile, Ecuador, Peru, Uruguay and Central America - are looking for great variety of product, and Hotelbeds' product range and exclusive offers are unmatched".

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 Netactica

Netactica is a travel technology company dedicated to the travel industry in Latin America

With a team of more than 50 specialists distributed throughout Argentina, Brazil, Chile, Colombia and Uruguay, Netactica is a technology company that, since 2003, has been providing solutions to travel agents, OTAs, wholesalers, tour operators, airlines and hotel chains in the travel and tourism industry.

Netactica's solutions can be used to facilitate automation, generate scale, manage and operate through multiple channels: online, offline, B2C, B2B, wholesaler, loyalty programs, and between different business units. With tight integration across the whole supply chain, Netactica's solutions enable travel companies to modernize their business while taking into account the needs and requirements of each of its local markets across Latin America.

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