

# **Hotelbeds partners with Geneva Tourism Board**

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- Geneva Tourism Board has partnered with Hotelbeds' Destination Marketing team to promote tourism recovery.
- Hotelbeds will attract additional visitors to Geneva from select regional source markets.
- The 60,000 B2B travel trade buyers of Hotelbeds – such as retail travel agents, tour operators, airlines, and points redemption clients – typically provide high-value international guests that stay for longer, book further in advance and spend more in the destination.

**Palma, Spain, 1 September 2020** – [Hotelbeds](#), the world's leading bedbank, has today signed an agreement with [Geneva Tourism Board](#) to educate travel trade partners and drive incremental tourism arrivals to the city.

Hotelbeds will now work with Geneva Tourism Board on recovery efforts through till the end of October.

The objective of the partnership is for Hotelbeds to market and improve the level of inbound tourism into the destination by increasing both the overall room nights generated as well as the revenue performance.

This will be achieved by attracting additional visitors to Geneva from international regional source markets.

Hotelbeds will fulfill this via leveraging its contracting team in Geneva to gain access to special promotional rates and exclusive deals on hotels and activities specifically supporting this campaign.

Additionally, Hotelbeds will introduce initiatives such as launching a dedicated Geneva landing page so that clients worldwide can easily access the best deals, launch bespoke sponsored newsletters and host a dedicated webinar promoting the destination.

Geneva will benefit from focused promotion to the over 60,000 B2B travel trade buyers – including retail travel agents, tour operators, airlines, and points redemption clients – that work with Hotelbeds in over 140 source markets globally.

Such B2B buyers typically offer more international arrivals that in turn deliver high-value customers who spend more in destination, stay longer, cancel less, return more often and book further out than typical direct to consumer customer profiles.

**Gareth Matthews, Marketing and Communications Director at Hotelbeds** says: "We are delighted to partner with Geneva Tourism Board. We have developed a comprehensive recovery campaign for Geneva Tourism Board focusing on the most relevant source markets in Europe for the upcoming months. We look forward to driving high-value, incremental bookings to the city that will boost not only room nights but revenue performance too."

**Jonathan Robin, Director Markets & Leisure - Geneva Tourism & Conventions Foundation** added: "With the COVID-19 pandemic we immediately saw the need to adjust our marketing and sales strategy. That's why we launched our Recovery campaign and we recognized that we needed a B2B partner like Hotelbeds to drive travel trade bookings to the destination once travel was permitted again. We are confident that Hotelbeds, being a key player in the market, can help our

city of Geneva to reclaim some of the lost opportunities for the summer season by providing us with high-value guests with above average total spend.”

Leveraging the company’s technology, booking platform, and relationships with hoteliers and B2B travel buyers globally, Hotelbeds has to date already worked with over 50 tourism boards from around the world.

The result has been to increase room nights in target destinations by up to 30% - while also improving revenue performance - and attracting additional low and shoulder season visitors from international and domestic source markets globally.

Partner destinations receive access to the over 60,000 B2B travel trade buyers - such as retail travel agents, tour operators, airlines, and points redemption clients - who together make over 1.5 billion accommodation searches per day via Hotelbeds.

## **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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