

[Hotelbeds signs distribution agreement with Ascott to grow global portfolio](#)

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- Leading international lodging owner-operators The Ascott Limited gain access to Hotelbeds' 60,000 B2B travel buyers, including travel agents, airlines, points redemption clients and tour operators.
- The deal covers the wholesale and retail distribution of Ascott's 160 properties via both Hotelbeds and Bedsonline.

Palma, Spain, 9 September 2020 - [Hotelbeds](#), the world's leading bedbank, has entered into a distribution partnership with [The Ascott Limited](#) (Ascott), a Singapore company that has grown to become one of the leading international lodging owner-operators.

The distribution partnership provides Ascott with access to Hotelbeds' more than 60,000 B2B travel buyers from more than 140 source markets worldwide, including tour operators, airlines, points redemption clients and retail travel agencies.

At the same time, Hotelbeds' customers will gain access to preferential rates and availability across the 160 properties that form Ascott's portfolio in Asia Pacific, Europe, the Middle East, Africa, and the USA.

These 160 properties include Ascott's serviced residences and hotel brands such as Ascott The Residence, The Crest Collection, Somerset, Citadines, lyf by Ascott and Citadines Connect.

Hotelbeds' portfolio of 60,000 B2B travel buyers offers Ascott access to incremental, high value bookings from non-domestic markets that typically book further in advance, pay more per room, stay for longer, cancel less and spend more in the destination.

Through this partnership, Ascott will also be able to distribute its serviced residence units and hotel rooms through Hotelbeds, via both its wholesale channel, which operates under the 'Hotelbeds' name and the retail travel agent channel, which operates under the 'Bedsonline' brand - all united under one contract.

Jorge Cortés, Global Sourcing Director at Hotelbeds commented: "Ascott has become a leading international lodging owner-operator globally. So at Hotelbeds we are very proud to partner with them and expand our offering in Asia Pacific, Central Asia, the Middle East, Africa, Turkey and USA. Ascott's serviced residence and hotels include well-known brands such as Ascott The Residence, The Crest Collection, Somerset, Quest and Citadines. I am certain that our 60,000 travel trade clients - all of whom mostly offer international, high value guests - will be very excited to gain access to special rates and availability from across Ascott's portfolio."

Doreen Tan, Vice President, Sales & Distribution at The Ascott Limited, added: "Ascott's continued partnership with Hotelbeds gives us access to an extensive B2B distribution network worldwide, expanding our reach to more international high-value guests. This complements our efforts to build on Ascott's strong base of long-stay and corporate guests, and to capture accommodation demand from domestic travellers. Guests appreciate our award-winning hospitality as well as the comfort, privacy and value we provide through our spacious apartments with separate living areas, bedrooms and well-equipped kitchens. Ascott continues to place the well-being of our guests as a priority and guests can have peace of mind when staying with us. We look forward to welcoming these guests through our doors."

To continue providing a safe home-away-from-home for guests and a safe working environment for staff, Ascott has launched the '[Ascott Cares](#)' programme, which focuses on nine commitments to maintain high levels of hygiene and cleanliness standards as well as safe distancing measures.

Ascott has also partnered with Bureau Veritas to provide independent audits and certification of the health, safety and hygiene procedures and processes of its properties globally.

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 The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be one of the leading international

lodging owner-operators. Ascott's portfolio spans more than 180 cities across over 30 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa and the USA.

Ascott has about 69,000 operating units and over 48,000 units under development, making a total of about 117,000 units in over 700 properties.

The company's serviced residence and hotel brands include Ascott The Residence, The Crest Collection, Somerset, Quest, Citadines, lyf, Préférence, Vertu, Harris, Citadines Connect, Fox, Yello and POP!.

Ascott, a wholly owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today, the company boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include DestinAsian Readers' Choice Awards 2020 for 'Best Serviced Residence Brand'; World Travel Awards 2019 for 'Leading Serviced Apartment Brand' in Asia, Europe and the Middle East; Business Traveller Asia-Pacific Awards 2019 for 'Best Serviced Residence Brand'; Business Traveller China Awards 2019 for 'Best Luxury Serviced Residence Brand'; and TTG China Travel Awards 2019 for 'Best Serviced Residence Operator in China'.

For a full list of awards, please visit <https://www.the-ascott.com/ascotlimited/awards.html>.

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