

# **Hotelbeds to partner with Traveltek for cruise distribution**

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- Traveltek's Cruise API will be available to 60,000 B2B travel buyers globally as part of Hotelbeds' Beyond the Bed ancillary portfolio.
- Hotelbeds' clients will benefit from access to exclusive deals from 30 cruise lines around the world.

**Palma, Spain, 14 2020** - [Hotelbeds](#), the world's leading bedbank, has today announced a distribution partnership with [Traveltek](#), one of the world's leading travel technology providers.

Beginning in September Traveltek's Cruise API will become available to 60,000 B2B travel buyers around the globe via Hotelbeds' Beyond the Bed portfolio, which also includes transfers, activities, theme parks, multi-day tours and car rental.

Traveltek's Cruise API provides access to over 30 cruise lines that are available to book direct.

**Javier Arévalo, Managing Director of the Beyond The Bed portfolio at Hotelbeds**, commented: "As cruise ships are now beginning to sail again and many travellers are booking cruises for 2021, we felt it was essential to offer our 60,000 B2B travel buyers around the world access to this very important segment. After a careful review of the market we felt that Traveltek's Cruise API offers the best and most exclusive range of cruise products available and that its cutting-edge technology suits the needs of our API partners."

**Traveltek's Chief Executive Officer, Mal Barritt** added: "We are delighted to partner with such a well-established and recognisable B2B travel brand. I know that our Cruise API will be able to meet the current and future needs of Hotelbeds 60,000 B2B travel buyers. Whilst the industry has been challenged hard, the recovery is slowly underway, and Hotelbeds is in a strong position to capitalise on this."

## **About Traveltek**

Traveltek is one of the world's leading travel technology providers. A pioneer in its field, the company has been delivering cutting-edge solutions to travel businesses for almost two decades. It is operating worldwide with offices located in the United States, United Kingdom, India, and Australia - with the head-office located in Glasgow (UK). The company mission is to connect the world through travel; by delivering unique technologies, extensive distribution capabilities, and sophisticated data insights.

Traveltek's award-winning product suite includes; iSell - featuring dynamic packaging solutions including both cruise and tours itineraries; iBos - back-office systems offering CRM, booking reports and documentation; travel API - connects to hundreds of leading travel suppliers; and data insights.

We are continually innovating and developing our products to ensure we deliver high quality, software and tools for travel companies to remain cutting edge within a highly competitive marketplace.

For more information, visit:

[www.traveltek.com](http://www.traveltek.com)

## **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, multi-day tours, 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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