

Hotelbeds and Thomas Cook sign strategic partnership

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- Partnership follows Thomas Cook's recent relaunch as a purely online holiday business.
- The 180,000 hotels that work with Hotelbeds worldwide – many under exclusive terms & conditions – will be available to Thomas Cook's travellers.
- Thomas Cook joins Hotelbeds' existing portfolio of 60,000 travel trade buyers comprising tour operators, travel agents, airlines and points redemption schemes.

Palma, Spain, 1 October 2020 – [Hotelbeds](#), the world's leading bedbank, today announced a strategic partnership with [Thomas Cook](#), the new online-only holiday business launched recently following the acquisition of the brand by Fosun Tourism Group.

Thanks to this collaboration Thomas Cook will gain access to more than 180,000 unique hotel properties in 140 countries worldwide, many of which are contracted under exclusive terms and conditions by a team of over 1,000 contracting professionals located in the most popular leisure destinations around the world.

Thomas Cook joins Hotelbeds' existing 60,000 travel trade buyers – such as tour operators, travel agents, airlines and points redemption schemes – who typically book further in advance, pay more per room, stay for longer, have lower cancellation rates and spend more at the property.

León Herce, Global Sales Director at Hotelbeds, said: "All of us at Hotelbeds are immensely pleased to see Thomas Cook relaunching and we're delighted to be able to support their new model. Hotelbeds has the experience, technology and hotelier relationships available to help Thomas Cook attract travellers with the best possible service and hotel product. We look forward to watching it grow once again into one of Europe's leading holiday brands."

Emma King, head of commercial product, added: "When we were developing our new Thomas Cook we wanted to offer our customers the widest possible choice of hotel accommodation – and to be able to do that quickly without the need for direct contracting. Our relationship with Hotelbeds as a strategic bedbank partner, gives our customers access to a huge portfolio of exclusive and competitively priced hotels worldwide. We're only selling holidays to destinations on the UK government's travel corridor list, including Turkey, Italy and some parts of Greece. We will update that once travel restrictions change or are lifted. We look forward to growing and scaling our business working alongside Hotelbeds to respond to growing customer demand for holidays."

Thomas Cook is owned by Fosun Tourism Group, the leader in the leisure tourism industry for families worldwide.

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 Thomas Cook UK

In September 2020, Thomas Cook, one of the most recognisable names in travel, returned as an online-only travel business following the acquisition of the brand by international conglomerate Fosun Tourism Group.

With Atol-protected beach and city breaks, the new Thomas Cook allows customers to design their own trip according to their budget, needs and specification.

At launch, the company will sell destinations that are on the FCO-exempt list to give more certainty to customers who want to travel. Customers will be able to choose from room-only to all-inclusive options, across three, four and five-star hotels.

The company has a team of UK-based travel advisors available 10am-10pm 7 days a week and via chat on its website and Messenger - on-holiday customer care is available 24/7.

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