

## **Hotelbeds and Aruba Tourism Authority join forces to boost tourism in the Caribbean**

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- Aruba Tourism Authority is partnering with the Destination Marketing team at Hotelbeds to promote tourism recovery until the end of August 2021.
- Hotelbeds will attract incremental international visitors to the Caribbean island of Aruba via leveraging the company's contracting team in the destination to gain special promotional rates and deals.
- The 60,000 travel trade buyers of Hotelbeds – retail travel agents, tour operators, airlines, and points redemption programs – typically provide high-value, international guests that stay longer, book further in advance and spend more in destination.

**Palma, Spain, 11 November 2020** – [Hotelbeds](#), the world's leading bedbank, has today announced an agreement with [Aruba Tourism Authority](#), the official Destination Marketing and Management Organization (DMMO) for the Caribbean island of Aruba.

As part of the agreement the Destination Marketing team of Hotelbeds will drive incremental tourism arrivals to the region and work with Aruba Tourism Authority on recovery efforts through till the end of August 2021.

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

This will be achieved by attracting incremental visitors to the region from international source markets by leveraging Hotelbeds' contracting team in Aruba to gain access to special promotional rates and exclusive deals on hotels and activities.

Additionally, via the company's Bedsonline brand – which distributes solely to travel agents – the campaign will introduce initiatives such as exclusive hotel rates for travel agents and host dedicated training webinars to show how Aruba has adapted to COVID-19 travel and safety measures.

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

Such travel trade 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 & Communications Director at Hotelbeds** says: "We are delighted to partner with Aruba Tourism Authority for this recovery campaign. Aruba has many beautiful locations ideally suited for travel even in the current context, and these, combined with the special rates and promotions we are arranging, will be highly appreciated by our large network of travel trade buyers around the world. We are also pleased to highlight to our partners the steps Aruba is taking to welcome back visitors and promote safe travel. Like all of our campaigns, the goal is to drive incremental demand from international markets and provide high-value guests for our hotel partners."

**Edward Malone, North America Director at Aruba Tourism Authority** adds: "The Aruba

Tourism Authority is pleased to continue our long-term partnership with Hotelbeds in activating high-impact marketing initiatives with travel trade partners. As we maneuver the challenges of COVID-19, our focus is to drive consumer demand while emphasizing the safety and health of travelers to Aruba – as well as showcasing the quality vacation experience that visitors deserve and can look forward to. While we understand that not everyone is ready to travel yet, we also recognize the need for recovery. Travel planning, supporting the travel agent community, and bouncing back to delivering high-value bookings for hotels and attractions is crucial.”

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

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

Due to the international reach of Hotelbeds – present in over 140 source markets globally – destination partners also benefit from receiving more international arrivals from hard to access source markets.

## **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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