

[Hotelbeds fuels travel recovery with global 'Black Friday' campaign](#)

Submitted by Antonia Aguilo on Wed, 18/11/2020 - 10:24

- Exclusive discounts on flexible rates around the world of up to 60% for arrivals up until the end of 2021.
- Campaign will be distributed across two main channels: the 'Hotelbeds' brand and the retail channel, Bedsonline.
- Over 6,000 hotels will participate, including well-known brands such as Hilton, Accor, Hyatt, Marriott, Oyo, Best Western, Four Seasons, Barcelo, Melia, Be Live, IHG, Radisson, Wyndham and Carlton.

Palma, Spain, 18 November 2020 - [Hotelbeds](#), the world's leading bedbank, has today announced the launch of a global 'Black Friday' campaign.

This campaign will offer exclusive discounts of up to 60% for arrivals up until the end of 2021 and will include flexible rates to provide travellers with complete peace-of-mind.

The exclusive rates will be distributed across Hotelbeds' two main channels: its wholesale distribution channel that operates under the 'Hotelbeds' brand and its retail channel, Bedsonline, that exclusively cater to retail travel agents.

Hotelbeds has worked hard to sign-up hotel properties to participate in the campaign, with over 6,000 hotels joining the promotion, including Hilton, Accor, Hyatt, Marriott, Oyo, Hilton, Best Western, Four Seasons, Barcelo, Melia, Be Live, IHG, Carlton, Radisson, and Wyndham, among others.

This year the Hotelbeds 'Black Friday' campaign spans from The Americas to Europe, plus the Middle-East and Asia-Pacific with the following plan:

- In the **Americas**, the campaign will cover from November the 9th to December the 1st.
- In **Mexico** the campaign will be known as '**Buen Fin**' or '**Buena Semana**' but covering the same booking period as the rest of the Americas.
- In **Europe, the Middle East, Africa, and Asia-Pacific** the campaign will start the 23rd of November and it will last until December the 6th.
- In **China, Malaysia, and Singapore** the campaign will be from November the 4th to the 18th, and it will be promoted as the '**Single's Day**' campaign.

León Herce, Sales Director at Hotelbeds, said: "Over the last few years the Black Friday phenomenon has extended beyond the shores of the United States and this year we wanted to ensure that no market was left behind as part of our drive to fuel the recovery of our travel partners everywhere. With this campaign, we hope to inspire our partners' clients – the end travelers – to go on the holidays they've been dreaming of and to reunite with their families and friends with the certainty that the rates are flexible."

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 optimize 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 commercialize its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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