

# [Hotelbeds signs strategic partnership with Rosewood Hotel Group](#)

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- Leading international luxury hotel and resort management company Rosewood Hotel Group gains access to Hotelbeds' 60,000 travel trade buyers, including travel agents, airlines, points redemption programs and tour operators.
- Clients of Hotelbeds will now have access to preferential rates and availability for Rosewood Hotels & Resorts®, New World Hotels & Resorts®, and KHOS™.
- The deal covers the wholesale and retail distribution of Rosewood Hotel Group's 41 properties in 19 countries via both Hotelbeds and its retail channel, Bedsonline.

**Palma, Spain, 10 December 2020** - [Hotelbeds](#), the world's leading bedbank, has entered into a strategic partnership with [Rosewood Hotel Group](#), a leading international hotel management company.

The strategic partnership provides Rosewood Hotel Group with access to Hotelbeds' more than 60,000 travel trade buyers from more than 140 source markets worldwide, including tour operators, airlines, points redemption programs and retail travel agencies.

At the same time, Hotelbeds' clients will gain access to preferential rates and availability across the 41 properties that form Rosewood Hotel Groups' portfolio in 19 countries throughout North America, Caribbean/Atlantic, Europe, the Middle East and Asia.

Rosewood Hotel Group encompasses three brands: ultra-luxury Rosewood Hotels & Resorts® in North America, Caribbean/Atlantic, Europe, the Middle East and Asia; upper-upscale New World Hotels & Resorts® in China and Southeast Asia; and KHOS™, a dynamic global business lifestyle hotel brand.

Hotelbeds' portfolio of 60,000 travel trade buyers offers Rosewood Hotel Group's properties 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 Rosewood Hotel Group's properties will distribute hotel rooms through Hotelbeds via both its wholesale channel, which operates under the Hotelbeds brand, 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: "Rosewood Hotel Group has become a leading international luxury hotel and resort owner-operator globally thanks to its ambitious expansion and growing presence in the global luxury hospitality arena. So I am certain that our 60,000 travel trade clients - all of whom will offer Rosewood mostly international, high value guests - will be very excited to gain access to special rates and availability from across Rosewood's portfolio."

**Benjamin Banh, Vice President Field Sales and Marketing**, added: "Rosewood Hotel Group's strategic partnership with Hotelbeds gives us access to an extensive travel trade distribution network worldwide, expanding our reach to more non-domestic and high-value guests once international travel recovers. This complements well our efforts to build on Rosewood's strong base of long-stay and corporate guests, and to capture accommodation demand from domestic travellers. We continue on a steady path of growth in the world's most evocative destinations, and we look forward to working with Hotelbeds to grow incremental bookings."

## **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 Rosewood Hotel Group**

Rosewood Hotel Group, one of the world's leading hotel companies, encompasses three brands: ultra-luxury Rosewood Hotels & Resorts® in North America, Caribbean/Atlantic, Europe, the Middle East and Asia; upper-upscale New World Hotels & Resorts in China and Southeast Asia; and KHOS, a dynamic global business lifestyle hotel brand. Its combined portfolio consists of more than 40 hotels in 19 countries. For more information, please visit [rosewoodhotelgroup.com](http://rosewoodhotelgroup.com).

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