

# [Hotelbeds signs deal with Flight Centre to increase global distribution reach](#)

Submitted by Antonia Aguilo on Tue, 15/12/2020 - 11:25

- With this deal Hotelbeds will increase its retail distribution reach in Australia, New Zealand, the UK, South Africa, Canada, the USA, India, Hong Kong, and Dubai.
- The 180,000 hotel properties that work with Hotelbeds worldwide - many under special terms & conditions - will be available to Flight Centre's retail clients.
- Flight Centre typically offers long-haul guests that book further in advance, top rated higher value properties, stay for longer, have lower cancellation rates and spend more at the property

**Palma, Spain, 15 December 2020** - [Hotelbeds](#), the world's leading bedbank, has announced today a preferred deal with [Flight Centre](#), one of the largest retail travel agencies in Australia, with more than 550 stores spread across 10 countries.

Thanks to this partnership Hotelbeds and its retail channel Bedsonline - that exclusively caters to retail travel agents - will increase distribution reach in Australia, New Zealand, the UK, South Africa, Canada, the USA, India, Hong Kong, and Dubai.

As part of the partnership Flight Centre will connect to Hotelbeds' product portfolio via the API solutions offered by Hotelbeds.

Flight Centre will gain full access to Hotelbeds' extensive portfolio of 180,000 hotel properties in 140 countries worldwide providing breadth and depth of range globally - many of which are contracted under special terms and conditions - supplementing Flight Centre's own direct range. In addition, Flight Centre will also now offer its clients ancillary services from the Beyond The Bed portfolio of Hotelbeds, which comprises 25,000 transfer routes, 18,000 activities in more than 680 destinations, and 30,000 pick-up locations in 170 countries.

Flight Centre joins Hotelbeds' existing portfolio of 60,000 travel trade buyers, who typically attract non-domestic travellers that book further in advance higher value properties, stay for longer, have lower cancellation rates and spend more at the property.

**León Herce, Global Sales Director at Hotelbeds said:** "We are very excited to announce our preferred partnership with Flight Centre. Not only is Flight Centre one of the largest retail travel in Australia but it also has many outlets on high streets in leading source markets worldwide.

"This is great news for our 180,000 hotel property partners worldwide, all of whom place great value on retail travel agency guests - not least from long-haul source markets such as Australia, New Zealand, UK, South Africa, Canada, the USA, India, Hong Kong, and Dubai."

**Michelle Connolly, Global Procurement Leader - Leisure at Flight Centre**, added: "We're very excited to start this preferred partnership with Hotelbeds and its retail travel brand, Bedsonline. We have ambitious plans to grow further and extend our sales reach to more international markets, and Hotelbeds is the right partner to do so due to its extensive global portfolio with some of the most special deals and rates. We feel certain that our retail customers will provide the perfect guests for Hotelbeds' hotel partners, making this a great win-win situation for everyone."

**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.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Instagram: @hotelbeds\_official

## **Hotelbeds Media Contact**

PR, Media Relations & Corporate Affairs

Antonia Aguiló – [a.aguilo@hotelbeds.com](mailto:a.aguilo@hotelbeds.com)

Thumb image

