

Hotelbeds and HotelRunner extend partnership

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- HotelRunner's accommodation partners will benefit from access to the more than 60,000 high value travel trade buyers - including retail travel agents, airlines, loyalty point schemes and tour operators - that form Hotelbeds' portfolio.
- Over 40,000 hotels and hostels properties from HotelRunner's inventory will also be available to Hotelbeds' travel trade clients.
- Through this agreement, HotelRunner's partners will have access to harder to reach, high value, non-domestic bookings, once long-haul travel recovers.

Palma, Spain, 21 January 2021 - [Hotelbeds](#), the world's leading B2B bedbank, has today announced the extension of its partnership with [HotelRunner](#), a sales channel management platform and B2B network for OTAs and hoteliers.

Further building on over six years of successful partnership, HotelRunner's 40,000 hotel and hostel partners from all over the world will continue to have access to Hotelbeds' 60,000 travel trade buyers - including tour operators, travel agencies, airlines and loyalty points schemes drawn from over 185 source markets.

Once long-haul travel recovers, Hotelbeds' travel trade buyers will provide the accommodation partners of HotelRunner with high value, incremental reservations from non-domestic markets. Typically, the average guest profile from these channels, books earlier, cancels less, stays for longer and spends twice as much in destination. HotelRunner will also continue to provide Hotelbeds' travel distribution clients with access to significant additional hotel partners globally, with wider coverage in the United States, LATAM, Africa and South East Asia.

Paul Anthony, Digital Commercialisation Director at Hotelbeds, said: "As part of this extended partnership with HotelRunner, there is a very strong opportunity for Hotelbeds to not only acquire new hotels, especially in the long tail space, but also to grow the inventory managed through those hotels by maximizing the rate-mix, competitiveness and availability.

We are working hard together to build shared capabilities to help identify, process and convert opportunities through automated processes, self-service solutions and leveraging data. This will help ensure that together we are effectively positioned for the recovery of international travel."

Arden Agopyan, Founder & Managing Partner from HotelRunner, added: "Our six-year long and continuously growing relationship has been very productive, and we are now ready to take this to a more strategic level.

When the recovery in international travel occurs, our 40,000+ accommodation partners from all over the world will want to capitalize on that by accessing hard-to-reach bookings from all channels including the offline channels such as tour operators, travel agents, airlines and points redemption schemes - of which Hotelbeds has over 60,000 such partners around the world."

Through its powerful and easy-to-use suite of tools, HotelRunner gives all properties, regardless of size, access to the best hospitality management technology. This means hoteliers and hosts can grow reservations and automate their workflows with confidence and ease.

The company has offices in the United States, United Kingdom and Turkey, and has properties in 193 countries ranging from daily short-term rentals to B&Bs, boutique hotels and enterprise hotels

and chains.

About Hotelbeds

Hotelbeds is the world's leading B2B 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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About HotelRunner

HotelRunner is a distribution platform and B2B network for accommodations and travel agencies to find, contract, connect and transact with each other online.

HotelRunner helps accommodations transition their sales and operations from off to online, maximizing their online visibility through a very user-friendly self-service platform and with freemium business model.

HotelRunner, provides a complete online sales and distribution management platform for all types of accommodations - including a direct web booking engine, a 2-way channel manager integrated with 150+ online/offline travel agencies, metasearch, wholesalers and GDS, as well as a sophisticated multilingual website content management system, front-desk and call centre management, guest relationship management, reporting, payment collection and promotion tools.

HotelRunner with its HotelRunner Connect division, provides supply acquisition and contracting, automated on-boarding and account opening, engagement, performance benchmarking and reporting, and commission collection services for travel agencies, travel technology providers, and payment systems.

HotelRunner is present in 193 countries with 40,000+ accommodations registered to the platform, also partnering with 150+ online/offline travel agencies, metasearch, wholesalers and GDS as well as payment systems. HotelRunner is Booking.com Premier Connectivity Partner, Booking.com Top Connectivity Performer for 2018, Airbnb Preferred Software Partner, Agoda Innovative Supplier, Oracle Gold, and Google Hotel Ads Partner.

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