

[Hotelbeds enters exciting new partnership with PROMTUR Panama!](#)

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- The first deal of its type between Hotelbeds and PROMTUR Panama aimed at raising awareness of the beauty and diversity of the destination;
- The co-op campaign will be tailored to travellers from the US, Canada, Europe, China and LATAM and is designed to put Panama high on their wish lists for when safe travel resumes;
- The campaign will target Hotelbeds' high value, hard to access portfolio of 60k travel trade buyers - including retail travel agencies, tour operators, airlines and points redemption programmes.

Palma, Spain, 4th February 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a new and exciting year-long agreement with [PROMTUR Panama](#), designed to raise awareness across its 60,000 travel trade buyers, of this stunning Central American destination, ready to attract visitors when the time is right.

Hotelbeds already has a strong presence in Panama, producing over 100,000 incoming pax into the destination from 80 different source markets, and partnering with more than 130 hotels and activities. The company strongly believes that Panama has enormous potential to grow and become one of the top producing destinations within its LATAM portfolio.

The promotion will be focused through Hotelbeds main distribution channels of Bedsonline (its brand targeting retail travel agencies) and Hotelbeds for wholesale distribution. The campaign will aim to place Panama on the radar of more than 60,000 travel trade buyers.

To take a closer look at the campaign, please click on the links below:

- For the USA campaign, click [here](#)
- For the LATAM campaign, click [here](#)
- For the global campaign, click [here](#)

Gareth Matthews, Global Marketing & Communications Director at Hotelbeds, commented: "We are really pleased to enter into this partnership with PROMTUR Panama. With the demand we continue to see for Latin American destinations, we believe Panama delivers all the qualities that international leisure travellers are looking for - a modern international city, amazing beaches, unique cuisine and culture and of course eco-tourism offerings that are truly breath-taking! We are excited to grow our partnership with Panama for many years to come."

Woodrow Oldford, Chief Marketing Officer of PROMTUR Panama (Panama's Destination Marketing Organization) said; "Panama is pleased to begin a long-term partnership with Hotelbeds. The launch of our alliance with Hotelbeds is a strategic move for us in kick-starting tourism in Panama. We see the value of partnering with industry leaders to reach and educate others in the travel industry. There is a pent-up demand for travel, and we believe Hotelbeds will be a key part of tapping into the demand and ensuring our future success."

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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