

# **Hotelbeds agrees new enhanced partnership with TravelManagers to extend distribution reach in Australia**

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- The agreement with TravelManagers further extends the exposure of Hotelbeds and its 180,000 hotel portfolio globally to the Australian source market.
- Deal also provides TravelManagers' network of more than 500 personal travel managers access to exclusive rates and offers available via the Bedsonline booking platform.

**Palma, Spain, 23<sup>rd</sup> March 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a preferred deal with TravelManagers, a wholly owned subsidiary of [House of Travel](#), with whom it signed a similar agreement just a few weeks ago.

The deal with TravelManagers, which operates independently from House of Travel, will enable Hotelbeds to further extend its retail distribution reach in Australia, through TravelManagers' 530 personal travel managers (PTMs) operating in all states and territories.

In turn, TravelManagers' PTMs will gain full access to Hotelbeds' extensive portfolio of 180,000 hotel properties in 140 countries worldwide, many of which are contracted under special terms and conditions.

TravelManagers' PTMs will also be able to offer their clients ancillary services from Hotelbeds' 'Beyond The Bed' portfolio which comprises 25,000 transfer routes, 18,000 activities in more than 680 destinations, and 30,000 pick-up locations in 170 countries - all available on Bedsonline's dedicated online portal for travel agents.

TravelManagers joins Hotelbeds' existing portfolio of 60,000 travel trade buyers, with a quality profile that on average, attracts travellers that book higher value properties further in advance, stay for longer, have lower cancellation rates and spend more in-destination.

**León Herce, Global Sales Director at Hotelbeds**, said: "We are very excited to announce our preferred partnership with TravelManagers, the largest network of home-based mobile travel advisors in Australia.

"By extending our reach across the 530 PTM network of TravelManagers in Australia we are extremely well equipped to take advantage of the pent-up demand we know will be significant once international borders are open again. At the same time, our 180,000 hotels worldwide will benefit from this agreement by expanding their distribution reach in the important Pacific outbound market."

**Joe Araullo, CEO of TravelManagers Australia**, added: "We are pleased to cement our partnership with Hotelbeds and strengthen the relationship in preparation for a travel resurgence.

As TravelManagers' customer centric approach requires having access to a broad range of deals and hotels, we believe that Hotelbeds will continue to deliver and complement our expected demand in 2021 and beyond."

## **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 TravelManagers Australia**

TravelManagers operates in all Australian States and is a wholly owned subsidiary of House of Travel, Australasia’s largest independent travel company. TravelManagers is a sister company to Hoot Holidays, also owned by House of Travel, and has more than 530 personal travel managers throughout Australia with a dedicated support team at the company’s national partnership office in Sydney. TravelManagers places all customer money in a dedicated and audited Client Trust Account which is separate from the general business accounts, ensuring client funds are secure and only used for client purchases.

## **Hotelbeds Media Contact**

PR & Media Relations

Jane Astle – [j.astle@hotelbeds.com](mailto:j.astle@hotelbeds.com)

## **TravelManagers Media Contact**

Barry Mayo

Telephone: 0419 404 873

Email: [bmayo@houseoftravel.com.au](mailto:bmayo@houseoftravel.com.au)

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