

# [Hotelbeds signs strategic partnership with Cross Hotels & Resorts](#)

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- International hotel management company, Cross Hotels & Resorts gains access to Hotelbeds' 60,000 travel trade buyers, including travel agents, airlines, tour operators and loyalty schemes.
- Clients of Hotelbeds will now have access to exclusive rates from Cross hotels' properties in top destinations including Bangkok, Bali, Phuket and Chiang Mai.

**Palma, Spain, 30<sup>th</sup> March 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a strategic partnership with [Cross Hotels & Resorts](#), a leading international hotel management company.

This strategic partnership will provide Cross Hotels & Resorts with access to Hotelbeds' 60,000 travel trade buyers based in more than 140 source markets worldwide, comprising travel agents, tour operators, airlines and points redemption programs.

At the same time, Hotelbeds' clients will gain access to exclusive rates at Cross Hotel & Resorts' properties across Thailand, Indonesia and Vietnam, including Bangkok, Bali, Phuket and Chiang Mai.

Cross Hotels & Resorts operates three brands: X2 (Cross To), Luxury by Design - accessible five-star hotels and resorts; X2 Vibe - mid-scale lifestyle hotels and resorts targeting millennials and Away Resorts and Villas - casual resorts and retreats.

Through this partnership, which builds on an already strong relationship between the two companies, Cross Hotels & Resorts will benefit from extending its reach to customers while giving Hotelbeds' clients access to exclusive rates, ready to inspire travellers when safe travel resumes.

**Jorge Cortés, Global Sourcing Director at Hotelbeds said:** "Cross Hotels & Resorts are one of our key partners in Thailand, Indonesia and Vietnam. We have enjoyed a very solid relationship with them in the past and I am delighted to have signed this latest strategic agreement as it will not only give our clients exclusive static rates in some of the region's top destinations, but will also greatly help Cross Hotels & Resorts to extend their reach once safe travel resumes."

**Paul Wilson, Executive Vice President - Commercial from Cross Hotels & Resorts commented:** "As our strategic partner, Hotelbeds provides us with better reach to customers as well as seamless connectivity. They are the backbone of our room distribution! We are delighted to announce a renewal of this global agreement with Hotelbeds and we look forward to penetrating existing and new markets, post pandemic, together."

## **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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