

Hotelbeds partners with IATA to deliver attractive new hotel benefits for IATA / IATAN ID Card holders

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- Hotelbeds' TravelStack technology is now powering IATA's 'AgentExperience' platform designed exclusively for IATA/IATAN ID Card holders.
- The platform enables travel industry professionals to conveniently access FAM trips, training and personal discounts on flights, hotels, car hire, and attractions worldwide.
- The AgentExperience platform will now feature Hotelbeds global portfolio of 180,000 hotel properties with special discounts for industry professionals.

Palma, Spain, 26th April 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a strategic partnership with the International Air Transport Association (IATA), the trade association representing some 290 airlines or 82% of total air traffic.

The IATA/IATAN ID Card gives travel professionals access to the [AgentExperience](#) platform where they can view and book, in one convenient place, special offers such as FAM trips, training courses and personal discounts on flights, hotels, car hire, and attractions worldwide.

Hotelbeds' TravelStack technology will now strengthen the AgentExperience platform, by giving ID Card holders 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.

TravelStack by Hotelbeds provides industry partners with a powerful, full service white label booking platform integrated with Hotelbeds complete global product portfolio.

León Herce, Global Sales Director at Hotelbeds, said: "We are very pleased to announce this partnership with IATA, the trade association for the world's airlines. We are delighted that IATA has chosen TravelStack to provide them with a booking solution and we are confident this is just the beginning of a long and fruitful partnership."

Harsha Krishnan, Head of Travel & Tourism from IATA commented: "Offering our IATA/IATAN ID Card Holders a wide range of travel experiences in order to expand and enhance their product knowledge has been a hallmark of our AgentExperience platform. Partnering with Hotelbeds will significantly improve the booking options for travel professionals across the globe."

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 commercialize its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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About IATA

The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some [290 airlines](#) or 82% of total air traffic. IATA supports many areas of aviation activity and help formulate industry policy on critical aviation issues.

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