

## [Hotelbeds partners with the Korea Tourism Organization to drive inbound US tourism](#)

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- Hotelbeds has signed an agreement with the Korea Tourism Organization, New York Office to promote the country as an exciting destination for US travellers, once safe travel resumes.
- The campaign will target Hotelbeds' extensive network of US travel advisors to build on the US' position as one of the top 5 leading source markets into Korea.

**Orlando, Florida, 4<sup>th</sup> May 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced an important agreement with the Korea Tourism Organization, designed to showcase this exciting Asian destination to its extensive network of US travel advisors and to build on the country's reputation as one of the top 5 leading source markets into Korea.

Hotelbeds will work with the Korea Tourism Organization, New York Office on a tailored campaign until the end of September to promote the destination across its USA travel industry partners in an effort to encourage more tourists to visit the country when the time is right.

The company firmly believes that Korea has enormous potential to grow as a top Asian destination once mass international tourism resumes. Hotelbeds focus in this partnership is to market and improve the level of inbound US tourism into Korea, building on the already strong position the US holds as one of the top 5 of leading inbound markets for Korea.

This marketing campaign aims to bring the Asian country to the attention of Hotelbeds' travel trade buyers through its two main distribution channels: Bedsonline - targeting retail travel agencies - and Hotelbeds - focused on wholesale distribution.

To learn more about the campaign, click [here](#).

**Gareth Matthews, Marketing & Communications Director at Hotelbeds**, said: "It is a pleasure to partner with the Korea Tourism Organization once again. Over the years we have consistently strengthened our production in Korea, and we are excited that they are leveraging Hotelbeds' unique B2B marketing distribution to assist in their recovery efforts.

"This strategic marketing campaign targets one of our leading source markets, the USA. As the vaccination process continues to roll out, we are seeing significant increase in searches for international destinations - a clear sign that there is significant pent-up US demand for international travel. We will promote Korea as a key destination in Asia and inspire the travel industry to drive significant incremental bookings once travel restrictions are lifted."

**Mr. Hocheol Ban, Executive Director at Korea Tourism Organization NY Office**, added: "We are pleased to announce our partnership with Hotelbeds, a leader in the travel industry. As Covid-19 restrictions are lifted, we look forward to a strong recovery with support from Hotelbeds' data driven campaigns and invaluable market trends intel. This is important to accelerate growth, increase customer engagement and to ensure 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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