

# **Hotelbeds expands its French portfolio thanks to strategic partnership with Réside Études Group**

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- As part of this deal, Réside Études, one of the French leaders in investment property, will gain access to Hotelbeds' 60,000 travel trade buyers, including travel agents, airlines, points redemption programs and tour operators.
- The deal will also give Hotelbeds' clients access to rates and offers from Réside Études' properties across France.

**Palma, Spain, 18th May 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a strategic partnership [Réside Études Group](#), one of the leaders in investment property in France.

Thanks to this agreement, Hotelbeds' clients will benefit from rates and offers at the Réside Études Group's properties located in several cities in France and make them available to travellers once safe travel resumes.

At the same time, this partnership provides Réside Études Group 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.

Through this deal, Hotelbeds will further expand its hotel offering in France by adding three of the group's five brands to its portfolio: Séjours & Affaires Apparthotel, which are tourist and business residences, Residhome Apparthotel which are tourist and business residences with business areas and Relais Spa, which offers tourist residences with business, well-being and relaxation areas.

**Jorge Cortés, Global Sourcing Director at Hotelbeds said:** "The Réside Études Group has become one of the leaders in real estate investment thanks to their growing presence in the French hospitality industry. We are therefore delighted that this new strategic partnership will give our 60,000 travel clients in 140 source markets around the world access to rates across the Réside Études portfolio."

## **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 Réside Études**

The Réside Études Group has become in several years the French specialist of serviced urban housing with its expertise of management tasks / operations, promotion and development.

Today, the Réside Études Group is one of the national leaders in the real estate investment.

### **Hotelbeds Media Contact**

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