

## **Hotelbeds partners with Aruba Tourism Authority to drive in-bound US tourism**

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**Orlando, Florida, 20<sup>th</sup> May 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a new collaboration with Aruba Tourism Authority, to promote this exotic Caribbean destination, also known as 'One Happy Island', to its extensive network of US travel advisors.

Starting in May, Hotelbeds will work with the Aruba Tourism Authority to educate travel advisors on the island's new protocols and security measures to provide a safe and welcoming environment for both visitors and locals, in an effort to encourage more tourists to visit the island and drive tourism recovery.

As part of this agreement, Hotelbeds will gain the power to contract more hotels in the area and have access to exclusive rates which it can offer its extensive network of travel trade buyers.

The marketing campaign, which will run until mid-September, will be driven through Hotelbeds' main distribution channels of Bedsonline - aimed at retail travel agencies - and Hotelbeds - focused on wholesale distribution.

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

**Gareth Matthews, Marketing, Communications & CSR Director at Hotelbeds**, said: "We are delighted to extend our relationship with the Aruba Tourism Authority to promote a safe return to travel in the region. In our initial campaign last year, we demonstrated to North American travel agents that Aruba was a safe destination, and we will reinforce this message through this latest campaign. It's also a great opportunity for us to demonstrate to the ATA that there is no more efficient way to reach the travel trade in key source markets than via Hotelbeds' Destination Marketing efforts."

**Ayerim Maduro, Aruba Tourism Authority Marketing Manager North America**, added: "The Aruba Tourism Authority is honored to be partnering with Hotelbeds on what is sure to be another successful program to bring the travel trade deeper awareness and knowledge on all 'One Happy Island' has to offer. The new campaign will focus on educating the trade on Aruba's new protocols and hygiene measures that have been put in place for the safety and wellbeing of visitors and locals, including the Aruba Health and Happiness Code. Travel partners will also be apprised of the latest airline's schedules, so clients can journey to Aruba with ease and confidence. We look forward to welcoming visitors with sunshine, smiles and safety."

### **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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