

## [Hotelbeds and Samoa Tourism Authority enter into an exciting new partnership](#)

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- Hotelbeds has signed an agreement with the Samoa Tourism Authority, to boost in-bound tourism from Australia and New Zealand to the idyllic island of Samoa.
- The campaign will target Hotelbeds' extensive network of travel trade buyers in the Pacific markets and highlight the island's attractions for all travellers to help drive recovery.

**Palma, Spain, 3rd June 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a new collaboration with Samoa Tourism Authority to drive in-bound tourism to the Pacific island in particular from Australia and New Zealand, while long-haul, international travel restrictions remain in place.

The campaign will focus on introducing Samoa as a tourist destination to travel trade buyers in Australia and New Zealand, highlighting the Pacific island's greatest attractions, including its beautiful landscapes, genuine hospitality and breath-taking adventure travel options. In addition, its proximity to Australia and New Zealand is another major selling point especially in the current context of long-haul travel restrictions.

The campaign, which runs from the end of May to September, will appear in Hotelbeds' two main distribution channels, Bedsonline, targeting retail travel agencies, and Hotelbeds, focused on wholesale distribution.

As part of this deal, Hotelbeds' Sourcing team in the region will contract more hotels in Samoa and negotiate exclusive rates to support the campaign which will then be accessible to the companies' extensive network of buyers in Australia, New Zealand and beyond.

**Gareth Matthews, Marketing, Communications & CSR Director at Hotelbeds**, commented: "We are very pleased to finally be able to launch this partnership with the Samoa Tourism Authority that was initiated in early 2020 but placed on hold due to COVID. We have remained in constant contact with Samoa throughout the pandemic and we are happy that conditions are now right to be able to help them fuel their recovery efforts.

"This campaign will also enable us to capture the pent-up demand from our Australian and New Zealand travel trade customers, while helping to educate them on this beautiful destination. This partnership will also ensure that we extend our portfolio of hotel properties, contracted under special conditions in the country and make them available to more than 60,000 travel trade buyers worldwide, while also securing exclusive promotional rates for our Australia and NZ clients.

**Fa'amatuainu Lenata'i Suifua, Chief Executive Officer for Samoa Tourism Authority**, added: "Samoa Tourism Authority is delighted to enter into a partnership with Hotelbeds. This has been a strategic decision for us as we believe there will be a huge demand for international travel when borders are eased. We feel that Hotelbeds is able to help us achieve a wide reach and educate those that are considering a trip to our beautiful country. We look forward to a long and prosperous relationship with them!"

Click [here](#) to discover more about the beautiful destination of Samoa.

## 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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