

[Hotelbeds signs strategic agreement with French hospitality chain, All Suites](#)

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- As a result of this deal, All Suites will gain full access to Hotelbeds' network of 60,000 travel trade buyers in over 140 source markets worldwide.
- This partnership will also provide Hotelbeds' clients with access to a wide range of preferential offers at All Suites' properties across France.

Palma, Spain, 6th July 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a preferred agreement with [All Suites Appart Hotel](#) tourist and business residences, part of Groupe Pichet - a leading real estate player in France.

With this agreement, Hotelbeds has secured preferential offers and privileges for its clients at 11 properties that are part of All Suites across France. In preparation for meeting pent-up travel demand, Hotelbeds will have access to preferential rates designed to inspire travel and help drive industry recovery.

In return, All Suites will have access to Hotelbeds' extensive network of over 60,000 professional travel buyers based in over 140 source markets worldwide, including high-value channels such as travel agencies, tour operators, airlines and points redemption programs.

Jorge Cortés, Global Sourcing Director at Hotelbeds said: "We are delighted to expand our portfolio in France with this new partnership between All Suites Appart Hotel tourist and business residences and Hotelbeds. Properties located in the centre of various French cities, close to business districts and major tourist attractions, will join our extensive portfolio of more than 180,000 hotels worldwide. We hope that the new offers we are launching together with All Suites will give a further boost to the recovery of the tourism industry."

Olivier Jacquet, CEO Hotels Division Group Pichet said: "This partnership is very important for our main brand All Suites, thanks to Hotelbeds we have access to one of the largest distribution networks available, which includes the wholesale distribution channel and the retail channel. We look forward to working with Hotelbeds and not only growing all bookings together, but above all growing incremental and high value bookings. Our strong development (3000 rooms already in construction) will also help us to strengthen our relationship with Hotelbeds. All Suites is owned by Group Pichet, one of the largest real estate developers in France."

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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