

## [Hotelbeds and VisitDallas sign new agreement to increase domestic tourism in the US city](#)

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- Hotelbeds launches new partnership with VisitDallas to drive inbound tourism from the United States, with a particular focus on mid-week and long weekend visits.
- The campaign will target Hotelbeds' extensive network of travel trade buyers in the US and will highlight the many attractions Dallas has to offer for all travellers.

**Palma, Spain, 8<sup>th</sup> July 2021** - [Hotelbeds](#), the world's leading bedbank, has announced today a new deal with VisitDallas, an independent, not-for-profit organization that promotes Dallas as a business and pleasure destination, to drive domestic in-bound tourism to the US city.

This campaign is designed to drive domestic leisure tourism to Dallas, with a particular focus on weekday and long weekend visits. Throughout the promotion travel advisors will be introduced to the incredible opportunities that the Texan city of Dallas has to offer: its wide offer of art, culture and music, sporting events, gastronomic offerings, and the city's unique culture.

The company strongly believes in Dallas' potential as a tourist destination, as it has consistently been one of the top producing destinations in the U.S. for Hotelbeds. As a result, the Hotelbeds sourcing team has secured exclusive rates and promotions at local hotels for its network of travel advisors – special offers created to support this campaign and attract US travellers, while helping to drive the city's tourism recovery.

The campaign, which will run throughout the summer – from early July to the end of September – will be available through Hotelbeds' two main distribution channels: Bedsonline, targeting retail travel agencies, and Hotelbeds, focused on wholesale distribution.

**Gareth Matthews, Marketing, Communications & CSR Director at Hotelbeds**, commented: “It is great to be working with VisitDallas once again to fuel their tourism recovery. Dallas has historically been one of the most consistent performing destinations in our US portfolio and we have a great inventory of hotels that our Sourcing team has spent years developing strong commercial relationships with. Big thank you to Mark Thompson and Liliana Rivera from VisitDallas for their continued partnership and trust in Hotelbeds’ Destination Marketing team to promote their great destination to the travel trade and fuel the recovery efforts.”

**Mark Thompson, Senior Vice President Visit Dallas**, added: “VisitDallas is honored to partner with Hotelbeds to promote our city to consumers as visitors’ desire to travel increases. We are excited that our hotels are putting together attractive offers for visitors to enjoy and look forward to seeing them exploring our city. Hotelbeds is a longtime partner and friend of VisitDallas and we are thrilled that we can come together through this campaign to support our hospitality industry’s recovery.”

Click [here](#) to discover the full campaign.

### **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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