

Hotelbeds enters new partnership with Sala Hospitality Group

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- The agreement will provide Hotelbeds clients with access to exclusive offers at Sala Hospitality Group properties in Thailand.
- In return, the Thai hospitality company will gain full access to Hotelbeds' network of 60,000 travel trade buyers in over 140 source markets worldwide.

Palma, Spain, 13th July 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a new agreement with Sala Hospitality Group, a homegrown Thai hospitality company that owns and operates eight luxurious and intimate properties.

With this agreement, Hotelbeds has secured exclusive offers and privileges for its clients at the group's seven properties, which include luxury resorts and boutique accommodations located in Thailand's most beautiful holiday destinations, including islands, cities and emerging regions. These offers are designed to inspire travel and help fuel the industry's recovery.

Sala Hospitality Group operates under two brands: SALA Resorts and Spas - luxurious villas and suites with access to rejuvenating SALA spas, romantic beach front bars and restaurants, for a very personal and private experience; and Sala Boutique - charming residences located in picturesque locations, many of which are filled with historical significance.

This new partnership will provide Sala Hospitality Group with access to Hotelbeds' 60,000 travel trade buyers based in more than 140 source markets worldwide, that includes high value channels such as travel agents, tour operators, airlines and points redemption programmes.

Jorge Cortés, Global Sourcing Director at Hotelbeds said: "We are delighted to once again work with Sala Hospitality Group and add these eight outstanding properties to our portfolio in Thailand. We are thrilled to be able to offer these exclusive rates to Hotelbeds' global network of 60,000 travel trade buyers and give them the opportunity to offer travellers the chance to book and experience these amazing hotels once safe travel resumes in the region."

Alejandro Costa, Group Director of Revenue Optimizations at Sala Hospitality Group said: "We are delighted to extend our valuable relationship with Hotelbeds through this agreement. The complexity of the global hotel market, demands an effective support from our key distribution suppliers. Hotelbeds brings us the access to one of the widest travel trade distribution networks in the market. We look forward to a long and successful partnership."

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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