

## [Hotelbeds signs agreement with Prioticket to expand activities & theme parks portfolio](#)

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- This partnership adds Prioticket's portfolio to Hotelbeds' *'Beyond The Bed'* product line, further expanding its already extensive range of activities and theme parks.
- In return, this agreement enables Prioticket to increase their distribution reach to Hotelbeds' network of more than 60,000 travel trade buyers in over 140 source markets around the world.

**Palma, Spain, 4<sup>th</sup> August 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a new deal with Prioticket, the innovative, global platform serving the experiences industry worldwide.

Prioticket connects operators with local and global reseller channels to create a unified customer solution. It enables operators working in the experiences sector to accept bookings via a single platform, creating a frictionless booking experience for its customers.

This new partnership will give Hotelbeds the opportunity to further expand its *'Beyond The Bed'* product line of activities and theme parks by gaining access to Prioticket's extensive product portfolio.

In return, Prioticket will expand its global reach by gaining access to Hotelbeds' 60,000 travel buyers based in more than 140 source markets around the world, including high-value channels such as travel agencies, tour operators, airlines and points redemption programmes.

**Pedro Bazán, Activities, Tours & Cruises Global Director at Hotelbeds said:** "We are delighted to have the opportunity to distribute Prioticket's extensive catalogue of activities and theme parks. Over the past few years, we have worked hard to offer a truly attractive and competitive portfolio of ancillary products and we believe that the integration with Prioticket is yet another step in our journey to offer our clients the best products from all around the world."

**Gert-Jan Ruiter, Managing Director at Prioticket added:** "We are thrilled with this strategic collaboration with Hotelbeds as Prioticket continues its global expansion. This connection will bring our live connected global supply portfolio to our valued distribution partner Hotelbeds. We are looking forward to doing much more business together and to help Hotelbeds build their unique product portfolio."

### **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.

## **About Prioticket**

Since the start Prioticket's all-in-one booking platform supports leading travel parties and governments over the world. Over the years our diverse customer base helped to develop our platform to where it is today, facilitating all aspects of the customer journey.

Prioticket offers a SAAS ticketing infrastructure enabling suppliers to accept bookings via a single interface that supports frictionless bookings, reservations and payments across all channels, including online, mobile and in-store.

The Prioticket marketplace is one of our key modules, focussing on the connectivity opportunity. It's connected to over a hundred online distribution channels which makes it one of the leading marketplaces for tours and activities worldwide.

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