

Hotelbeds signs preferred agreement with Thai hospitality chain, Centara Hotels & Resorts

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- This latest agreement provides Hotelbeds' clients with access to a wide range of special rates and exclusive offers at Centara Hotels & Resorts' properties across Thailand.
- In return, Centara Hotels & Resorts gains full access to Hotelbeds' network of 60,000 travel trade buyers in over 140 source markets worldwide.

Palma, Spain, 12th August 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a preferred partnership with Thailand's leading hotel operator [Centara Hotels & Resorts](#).

With this agreement, Hotelbeds has secured special rates and exclusive offers for its clients across 44 properties of the Centara Hotels & Resorts group across Thailand and the Middle East.

Centara Hotels & Resorts operates six brands: Centara Reserve - a new experiential luxury collection inviting guests to discover story-telling hospitality; Centara Grand - an upper upscale brand with landmark properties in prime resort, beachfront, and key city locations; Centara - the core upscale brand, offering personable service complete with facilities and activities that fulfil; Centara Boutique Collection - unique properties designed for independently minded travellers; Centra by Centara - a value brand that provides first-class facilities and service that exceed expectations; and COSI Hotels - a rapidly expanding brand focused on the young, resourceful and digitally savvy traveller who seeks adventures and lifestyle freedom.

This deal will significantly expand the reach of Centara Hotels & Resorts, giving them access to Hotelbeds' 60,000 travel trade buyers based in more than 140 source markets worldwide, including high value channels such as travel agents, tour operators, airlines and points redemption programmes.

Jorge Cortés, Global Sourcing Director at Hotelbeds said: "Over the years, Centara Hotels & Resorts has become one of our key partners with their amazing properties. Thanks to an exceptional business relationship, we continue to collaborate with them and provide special offers and exclusive conditions to our extensive network of travel trade buyers globally, allowing them the opportunity to book and experience some amazing hotels once safe travel resumes. We look forward to further strengthening our relationship with this major Thai hotel chain."

Tabatha Ramsay, Executive Vice President - Corporate Commercial of Centara Hotels & Resorts added: "This preferred partnership celebrates the enduring collaborative success between Centara and Hotelbeds in recent years. We look forward to further strengthening our global reach to travel buyers and welcoming more international travellers to Centara properties where they will be looked after like family."

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 Centara

Centara Hotels & Resorts is Thailand's leading hotel operator. Its 84 properties span all major Thai destinations plus the Maldives, Sri Lanka, Vietnam, Laos, Myanmar, China, Japan, Oman, Qatar, Cambodia, Turkey, Indonesia and the UAE. Centara's portfolio comprises six brands – Centara Reserve, Centara Grand Hotels & Resorts, Centara Hotels & Resorts, Centara Boutique Collection, Centra by Centara and COSI Hotels –ranging from luxury island retreats and upscale family resorts to affordable lifestyle concepts supported by innovative technology. The group's newest Centara Reserve brand was unveiled in 2020 as an experiential luxury collection, inviting guests to discover a new era of story-driven hospitality starting with Centara Reserve Samui.

Centara also operates state-of-the-art convention centres and has its own award-winning spa brand, Cenvaree. Throughout the collection, Centara delivers and celebrates the hospitality and values Thailand is famous for including gracious service, exceptional food, pampering spas and the importance of families. Centara's distinctive culture and diversity of formats allow it to serve and satisfy travellers of nearly every age and lifestyle.

Over the next five years Centara aims to become a top 100 global hotel group, while spreading its footprint into new continents and market niches. As Centara continues to expand, a growing base of loyal customers will find the company's unique style of hospitality in more locations. Centara's global loyalty programme, Centara The1, reinforces their loyalty with rewards, privileges and special member pricing.

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