

# **Hotelbeds further expands 'experiences' distribution reach through Nemo Group partnership**

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- Hotelbeds further expands the distribution reach for its partners by making available their complete 'experiences' portfolio to Nemo Group, a one-stop solutions platform to the varying ticketing needs of the travel industry from integration through to data and reporting.
- Via this agreement Nemo Group's travel trade clients will now have access to Hotelbeds' 'Beyond the Bed' portfolio that comprises 18,000 activities in 690 destinations worldwide.

**Palma, Spain, 19<sup>th</sup> August 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a new partnership with Nemo Group, an Argentinian technology company that specializes in supporting the needs of the travel Industry.

Through this partnership, Nemo Group will make available to its clients Hotelbeds' 'Beyond the Bed' portfolio of more than 18,000 activities in 690 destinations worldwide, including theme-park attractions and entrance tickets for events all over the world through its Price Navigator platform - a premium multi-product, multi-supplier, multi-channel booking platform for online operators and agencies.

Nemo Group will add 'Beyond the Bed's' catalogue of experiences to the extensive portfolio of Hotelbeds products already available on its platform, including more than 180,000 hotels and 24,000 transfer routes worldwide.

**Pedro Bazán, Activities, Tours & Cruises Global Director at Hotelbeds said:** "We are delighted to further extend our collaboration with Nemo Group. After almost eight years working together as their accommodation provider, delivering great results on both sides, we have decided to go one step further and integrate our complete portfolio of activities with them. We believe that this will further strengthen the long-standing relationship between the two of companies and we look forward with anticipation to grow our mutual business together."

**Esteban Rodriguez, at Nemo Group added:** "This partnership will allow clients using our Price Navigator Platform to access the exclusive and high-quality experience content from Hotelbeds and to maximize their cross-selling capabilities in both the B2B and B2C channels. What's more, we are confident that this product will be automatically accepted by clients already operating with Hotelbeds as well as new ones. We estimate incredible results in the short term."

## **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 Nemo Group**

Nemo is an Argentinian technology company that specializes in supporting the needs of the Travel Industry. Founded in 1996 as a Boutique Software Factory, Nemo has become a leading name for tour operators in Latin America and since 2018 expanded the borders to European clients. Over the last 25 years, the company has developed everything from tailor-made projects to its own booking engines with a clear focus on providing support and value to its partners.

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