

## **Bedsonline signs preferred partnership with Australian Travel Agent Co-operative (ATAC) to further increase distribution reach in Australia**

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- This new enhanced partnership further enhances Bedsonline distribution position in Australia.
- The 180,000 hotel properties that form part of Bedsonline's portfolio – many under special terms & conditions – will now be available to ATAC's network.

**Palma, Spain, 9th September 2021** - [Bedsonline](#), the leading global provider of online accommodation and ancillary products, has announced today a preferred deal with Australian Travel Agents Co-operative (ATAC), the only co-operative buying group in the Australian travel industry where the members are the only shareholders.

This new partnership places Bedsonline in a stronger position in the Australian source market via ATAC's portfolio of 108 travel agencies that specialise in both leisure and corporate travel.

In turn, ATAC members will be able to book directly with Bedsonline gaining full access to its extensive portfolio of 180,000 hotel properties in 140 countries worldwide that provide breadth and depth of range globally – many of which are contracted under unique terms and conditions.

**Peter Jones, Regional Manager Pacific at Hotelbeds, said:** "We are very pleased to announce this partnership. ATAC holds a strong position in the market due to an increase in the number of members over the last 12 months. They have achieved this by offering a strong and flexible model to both existing and potential travel agents.

The Pacific team and I are looking forward to working very closely with Michelle and all the travel agencies that form part of the cooperative. No doubt, once the time comes and Australia's international borders are open again, we will both be well equipped to take advantage of significant pent-up demand."

**Michelle Emerton, General Manager at ATAC, added:** "We're really excited about our enhanced partnership with Bedsonline, as it will give our members quick and easy access to a fantastic range of hotel property options globally, backed by a great system and the sales support offered by the Bedsonline team."

### **About Bedsonline**

[Bedsonline](#) is the leading global provider of accommodation and complementary travel products exclusively catering to travel agents. Through its online platform, it distributes accommodation, excursions, tickets and transfers to more than 60,000 travel agencies backed by local sales teams in over 30 countries covering over 100 markets globally.

The company offers an extensive portfolio of over 180,000 hotels, 25,000 transfer routes and 18,000 activities in 185 destination countries worldwide, guaranteeing high availability, competitive prices and unique offers. This portfolio is backed by personalized local service and a powerful yet intuitive booking engine making Bedsonline the defacto partner for many travel agencies around the world.

Bedsonline is part of Hotelbeds, the world's leading bedbank and business-to-business provider of

services to the travel industry globally, headquartered in Palma, Spain.

## **Hotelbeds Media Contact**

PR & Media Relations

Clara Truyols - [clatruyols@hotelbeds.com](mailto:clatruyols@hotelbeds.com)

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