

Hotelbeds extends deal with RateGain to confirm its commitment to rate integrity

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- Hotelbeds signs new deal with partners RateGain to monitor online rates of hotel partners and identify any integrity cases.
- In addition, Hotelbeds continues to implement its strict 'three strikes' policy for channels that violate distribution rules.

Orlando, Florida, 06 October 2021 - [Hotelbeds](#), the world's leading bedbank, has extended its deal with RateGain as part of its continued commitment to controlling rate integrity for its hotel partners in North America and worldwide.

The partnership enables Hotelbeds to help its hotel partners identify cases of opaque rates intended for offline bookings being sold in other channels and supports its strict 'three strikes' policy for channels that violate distribution rules.

Lauren Atlass, Regional Commercial Director at Hotelbeds, said: "We fully recognise the importance of the rate integrity challenge facing the industry and therefore our first step is always to consult with hoteliers on how they wish to distribute their properties.

"Our continued partnership with RateGain means we can control rate integrity even more precisely and provide our hotel partners with solutions ensuring they can sell the right rate, in the right channel.

"Hotelbeds offers incredibly valuable distribution to our hotel partners, so we are putting every possible tool in place to ensure that we respect their distribution strategy and continue adding value."

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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Hotelbeds Media Contact

PR & Media Relations

Clara Truyols - clatruyols@hotelbeds.com

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