

[Hotelbeds partners with Experience Hub to promote Yas Island](#)

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- The deal between Hotelbeds and Experience Hub is focused on raising awareness of the diversity of Yas Island, one of the fastest growing leisure and entertainment destinations.
- The promotion is designed to appeal to travellers from the Gulf Cooperation Council (GCC), wider Middle East, Europe, Russia and Commonwealth of Independent States (CIS) and put Yas Island high on their wish lists for when safe travel resumes.
- The campaign will target Hotelbeds' high value, hard to access portfolio of 60k travel trade buyers – including retail travel agencies, tour operators, airlines and point redemption programmes.

Palma, Spain, 13th October 2021 – [Hotelbeds](#), the world's leading bedbank, has today announced a new agreement with [Experience Hub](#), the one-stop destination partner and promotional arm of one of the world's fastest growing leisure and entertainment destination – Yas Island in Abu Dhabi.

This partnership is designed to introduce Hotelbeds' portfolio of travel buyers from the GCC, wider Middle East, Europe, Russia and CIS to the entertainment, lifestyle and leisure destination in the heart of Abu Dhabi with the aim of elevating it to the top of their travellers' wish lists following the recent announcement regarding the easing of restrictions for fully vaccinated travellers to the UAE's capital.

Through this collaboration, Hotelbeds' clients will have access to special rates for Yas Island's accommodation and their award-winning theme parks. Travel agents will be able to save up to 30% on room bookings at a range of hotels on Yas Island and in Abu Dhabi with theme park access. The promotions will feature in Hotelbeds' main distribution channels – Bedsonline, targeting retail travel agencies and Hotelbeds, for wholesale distribution.

Yas Island offers a diverse mix of award-winning leisure and entertainment experiences. In addition to three amusement parks – Ferrari World Abu Dhabi, Yas Waterworld Abu Dhabi and Warner Bros. World Abu Dhabi – and the record-breaking CLYMB™ Abu Dhabi, the island also features Yas Marina Circuit, the award-winning Yas Links golf course, as well as Abu Dhabi's largest mall, Yas Mall with more than 400 international brands and a 24-screen cinema and The Fountains – a world-class dining area with stunning views of the fountains. More than 165 dining experiences are available to enjoy across the Island and eight hotels to choose from, including W Abu Dhabi - Yas Island, Hilton Abu Dhabi Yas Island.

Gareth Matthews, Global Marketing & Communications Director at Hotelbeds, commented: "We are thrilled to enter into this partnership with Experience Hub to promote Yas Island in Abu Dhabi. We believe that promoting Yas Island as a tourist destination is a smart choice as it has all the qualities that travellers around the world are looking for in a holiday: a wide range of hotels from 3 to 5 stars, beach access, a multitude of entertainment and leisure offers, as well as being very close to the city, enabling tourists to get to know the wonderful culture of Abu Dhabi while enjoying their vacations".

Liam Findlay, General Manager at Experience Hub, said: "We are delighted that Yas Island packages are now offered by one of the leading B2B distributors of travel products. This partnership really underpins the strong consumer sentiment for travel as restrictions ease for fully vaccinated travellers to Abu Dhabi and we look forward to working closely with Hotelbeds and its clients to

develop innovative offerings leading up to the rebound of travel.”

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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About Experience Hub and Yas Island

Experience Hub (www.experiencehub.com) is the one-stop destination partner and promotional arm of one of the world’s fastest growing leisure and entertainment destinations: Yas Island in Abu Dhabi. Through its network of local, regional and international offices, the company works with travel partners to design holiday packages that provide the best entertainment value for travellers to the UAE. Based in Abu Dhabi, Experience Hub brings together expert travel and tourism professionals to manage its wide reaching trade network. The company currently operates offices serving the GCC, India, China, Europe and the CIS markets.

Yas Island is one of the world's fastest growing leisure and entertainment destinations, located on the golden shores of Abu Dhabi - just 20 minutes from downtown Abu Dhabi and 50 minutes from Dubai. Yas Island offers holiday makers a diverse mix of award-winning leisure and entertainment experiences, from one-of-a-kind theme parks, world-class shopping and superb dining, to a links golf course, exciting water and motor sports, and spectacular musical, entertainment and family events... all within the 25 sq km Island. Today, Yas Island is home to the award-winning theme parks Ferrari World Abu Dhabi, Yas Waterworld, Warner Bros. World Abu Dhabi, the record-breaking CLYMB™ Abu Dhabi, Yas Marina Circuit (home to the FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX™), Yas Marina, the award-winning Yas Links golf course, as well as Abu Dhabi's largest mall, Yas Mall. With eight hotels, including W Abu Dhabi - Yas Island, Hilton Abu Dhabi Yas Island, Crowne Plaza Yas Island Abu Dhabi, Yas Island Rotana, Centro Yas Island by Rotana, Radisson Blu Hotel Abu Dhabi Yas Island, Park Inn by Radisson Hotel Abu Dhabi Yas Island and Staybridge Suites Abu Dhabi Yas Island, plus more than 165 dining experiences, the destination also features indoor and outdoor concert venues including MAD and Etihad Arena - all of which are complemented by a range of visitor services that connect all attractions to one another.

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