

[Hotelbeds enters strategic partnership with ZUZU Hospitality to further extend hotel portfolio in Asia](#)

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- This partnership adds ZUZU's 2,700+ properties to Hotelbeds' product line, further expanding its already extensive hotel offering in Asia.
- Hotelbeds has also secured special rates and exclusive offers for its clients to be able to offer to travelers.
- In return, this agreement extends ZUZU's distribution reach thanks to Hotelbeds' network of more than 60,000 commercial travel buyers in over 140 source markets around the world.

Palma, Spain, 27th October 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a new strategic partnership with ZUZU Hospitality, a revenue management company that manages the distribution of more than 2,700 independent properties in Southeast Asia.

ZUZU provides independent hotels with an all-in-one hotel operating system supported with their revenue management and distribution services. This technology plus service solution allows hotels with limited resources and time to get both the technology and expertise of larger hotel chains with none of their associated costs and restrictions.

This new partnership will give Hotelbeds the opportunity to further expand its hotel portfolio by gaining access to the 2,700+ independent properties working with ZUZU, while securing special rates and exclusive offers for its clients across Singapore, Indonesia, Thailand, Malaysia, the Philippines and Vietnam.

In return, properties partnering with ZUZU will extend their global reach by gaining access to Hotelbeds' 60,000 travel buyers based in more than 140 source markets around the world, including high-value channels such as travel agencies, tour operators, airlines and points redemption programmes.

León Herce, Core Commercial Director at Hotelbeds, said: "We are very excited to be extending our partnership with ZUZU. After some time working with several of their properties, we are happy to welcome their 2,700+ properties to the Hotelbeds catalogue. We believe that this new step will only strengthen the already great relationship between the two companies and will be the next chapter in a long and fruitful relationship with ZUZU."

Vikram Malhi, co-founder at ZUZU, added: "We are glad to build on our existing relationship with Hotelbeds and give all our hotel partners access to new demand from Hotelbeds' worldwide network of travel buyers and partners. Our strategic partnership with Hotelbeds is a great example of how ZUZU continues to add value to both hotels and distribution partners. With travel on the rebound across the world, we expect this partnership to drive significant business to our portfolio of hotels."

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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