

## **Hotelbeds becomes launch partner for Accor's innovative new distribution platform**

Submitted by Antonia Aguilo on Tue, 02/11/2021 - 16:49

**London, United Kingdom 02 November 2021** – [Hotelbeds](#), the world's leading bedbank, has today announced it is to become the launch partner, and the first strategic partner globally, for a world-leading group in hospitality, Accor's new Leisure Partner Platform (ALPP).

This deal represents an extension of an already successful preferred distribution agreement between the two global leaders and was signed during a meeting between Hotelbeds' Carlos Muñoz, Chief Commercial Officer, and Accor's Markus Keller, Senior Vice President Sales & Distribution, during the World Travel Market which kicked off this week in London.

Scheduled to go live in 2022, this new platform will enable Accor's hotels to reach Hotelbeds' network of more than 60,000 B2B travel buyers, such as tour operators, retail travel agents and airlines, across more than 140 source markets worldwide.

At the same time, Hotelbeds' customers will gain access to special rates and availability across Accor's portfolio of over 5,200 hotels in more than 110 countries, with clearer and richer content than currently exists, including more than 40 brands such as Fairmont, Raffles, Sofitel, Pullman, Swissotel, Novotel, Mercure, Ibis or Adagio.

Accor's hotels incremental, high value bookings from both domestic and international travelers.

**Carlos Muñoz, Chief Commercial Officer at Hotelbeds, commented:** "We are very proud to be selected as the launch partner for Accor's new Leisure Partner Platform, which will address many of the inefficiencies the current distribution system has today. "Accor has made significant technological enhancements in the B2B marketplace, and which we very much welcome. As a result of this new platform, every individual Accor hotel will be able to, at the touch of a button, seamlessly update their promotions, among other features, and make them immediately accessible to Hotelbeds' B2B distribution partners. It is hugely exciting to be working together to improve our businesses by improving efficiency through innovation and technology."

**Markus Keller, Senior Vice President Sales & Distribution at Accor,** added: "The partnership with Hotelbeds provides our hotels with access to a leading and strategically important B2B distribution network. As the recovery in travel and tourism began to take shape earlier this year, Hotelbeds was driving B2B leisure bookings across our global hotel portfolio. We continuously strive to efficiently extend our sales reach and Hotelbeds is a great partner to achieve this. We look forward to extending our privileged relationship with Hotelbeds, not only to grow overall revenues together, but more importantly to grow incremental, high-value bookings too."

### **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 Accor**

[Accor](#) is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more.

Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a creative hospitality company with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – [ALL - Accor Live Limitless](#) – a

daily lifestyle companion that provides access to a wide variety of rewards, services and experiences.

Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit [group.accor.com](https://group.accor.com), or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

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