

## **Hotelbeds partners with Philippine Department of Tourism to attract UK travellers**

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**Palma, Spain, 23<sup>rd</sup> November 2021** – As borders across the APAC region are slowly reopening and welcoming back international travellers, Hotelbeds is pleased to announce a new partnership with the Department of Tourism of the Philippines, who it is joining forces with to attract travellers from the UK with a new campaign, 'More fun awaits in the Philippines'.

"We are experiencing a significant amount of pent-up demand in the UK market and, with the slow lifting of travel restrictions in the Philippines, now is the perfect time to educate our agents and secure future bookings in the destination," said **Joseph Sheller, Head of Global Destination Marketing at Hotelbeds**.

This new campaign will take the opportunity to showcase the different activities that can be found in the Philippine Islands. Home to more than 7,000 islands, travellers will discover endless beaches, bustling and trendy cities, smoking volcanoes and incredible underwater experiences. The unique gastronomic offerings of the Asian destination, as well as the culture of the place, are sure to become the perfect lure that our UK travel advisors can offer travellers.

With over 3,000 contracted hotels in the Philippines, one of the most important destinations for Hotelbeds in APAC, the bedbank will now have the opportunity to highlight all properties in the area through the campaign, as well as provide a new set of exclusive offers for Hotelbeds' network of UK-based clients.

**Florian Blois, Regional Destination Marketing Manager** at Hotelbeds had the opportunity to meet in person with the Philippines Secretary of Tourism. He said: "It was a real pleasure to meet Bernadette Romulo-Puyat during our visit to London. The country is an important destination for Hotelbeds in APAC and we are delighted to be one of their official partners in the global campaign 'More Fun Awaits in the Philippines.'"

Starting this month, and running until the end of January, the marketing campaign will be promoted through the company's two main distribution channels, Hotelbeds (for wholesale distribution) and Bedsonline (for retail travel advisors), to its extensive network of travel advisors in the United Kingdom.

Click [here](#) to visit the campaign.

### **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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