

Hotelbeds announces partnership with Event Hospitality & Entertainment Group as bookings take off in the Pacific region

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Palma, Spain, 15th December 2021 - Now that the borders are finally open in Australia and travellers are ready to hit the road again, Hotelbeds is pleased to announce a new preferred partnership with the Pacific hotel chain, Event Hospitality & Entertainment.

This agreement could not come at a better time as Hotelbeds is beginning to see some very positive signs for long-term bookings in the region over the next year with, bookings in the Pacific between July and December 2022 now 40% higher than the same period in 2019.

And for that very reason, Hotelbeds is delighted that as a result of this latest deal, it can offer its travel agent clients special rates and exclusive offers at Event Hospitality Group's 71 properties spread across Australia and New Zealand.

"We are delighted to continue working with Event Hospitality & Entertainment and to further strengthen our already excellent relationship," said **Colm Flanagan, Regional Director of APAC Chains at Hotelbeds**. He added that "this preferred partnership will be a further boost to inspire travellers, both domestically and internationally, to resume safe travel."

Hotelbeds' 60,000+ travel advisors will now be able to tempt their clients with the full range of properties that make up the group's six brands including:

- Rydges Hotels operate quality city, suburban and resort-style hotels in key destinations across Australia and New Zealand, with a refreshingly down-to-earth approach.
- QT Hotels & Resorts is a boutique chain alive with art and design the signature style invites guests to indulge in bold entertainment, unforgettable dining and personalised experiences in a creatively charged and sophisticated stay far beyond simple hospitality.
- High on character, service and value, Atura Hotels are a fresh collection of quality urban, industrial and art-inspired hotels, offering an ideal mix of comfort, delicious dining and high-tech features with a stand-out lobby concept.

The Pacific-based chain, which has more than 100 years of history, also offers hotels that suit all budgets, including Jucy Snooze's more affordable accommodation, a carefully curated selection of luxury, elegant, classic and comfort hotels - part of their brand Independent Collection - and the exclusive Thredbo Alpine Resort.

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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