

## **Hotelbeds joins Tourism Ireland in its Green Button campaign**

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**Palma, Spain, 21<sup>st</sup> December 2021** – Following its collaboration with Tourism Ireland back in 2018 for a campaign, Hotelbeds is once again joining forces to promote the destination to travel agents in Germany, Spain, the UK and the US.

Tourism Ireland has launched a truly comprehensive multi-channel campaign highlighting the island as a fantastic destination for a getaway or holiday. The message is simple: Ireland is eager to roll out the green carpet and welcome visitors.

“We at Tourism Ireland are delighted, once again, to be working with Hotelbeds running campaigns across our key markets, generating hotel bookings,” said **David Boyce, Head of New and Emerging Markets at Tourism Ireland**. He added: “this campaign is operating in tandem with our extensive Green Button consumer awareness advertising campaign. It will be a direct reflection of the Green Button, which will complete the booking model, simplifying the consumer journey. We are looking forward to seeing the exciting results, providing direct business for our industry across the Island of Ireland.”

Hotelbeds joins this bold Green Button campaign – the largest in Tourism Ireland history – to promote the destination among the bedbank's network of travel advisors in Germany, Spain, the UK and the US. The partnership will help the company's sourcing team to secure exclusive promotional rates at properties in the area and further expand its hotel portfolio.

**Joseph Sheller, Hotelbeds' Head of Global Destination Marketing said:** “The signing of this new partnership with Tourism Ireland strengthens our presence in the market and supports the excellent work our sourcing team is doing in the area”. He also took the opportunity to address a few words to Tourism Ireland “We very much appreciate the confidence in choosing us as a key partner in the Green Button campaign to promote Ireland in four key outbound markets and generate additional bookings. Tourism Ireland is doing a remarkable job in this period of recovery and we at Hotelbeds are all committed to promoting the destination to a wide B2B audience.”

Up until the end of January, the campaign will be promoted through the bedbank's two main distribution channels, Hotelbeds (for wholesale distribution) and Bedsonline (for retail travel advisors), to its extensive network of travel advisors in Germany, Spain, the United Kingdom and the US.

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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