

Strategic deal with Hotelbeds gives Far East Hospitality access to game-changing data

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Palma, Spain, 12th January 2022 – After years of working closely together, Hotelbeds and Far East Hospitality have entered into a new strategic agreement that will see the global leading bedbank share its exclusive data insights with the group, increasing its competitive advantage.

Through a series of customised, data-driven reports that proactively highlight future opportunities, Far East Hospitality will also be able to view current industry trends, tailored to each hotel's needs, giving them power to make more informed decisions and take advantage of market opportunities.

“At Hotelbeds we have exclusive information about markets, changing traveller trends and bookings, all in real time,” said **Miguel Anaya, Regional Sourcing Director at Hotelbeds**. He added: “What we want to achieve with this partnership is to share this information directly with Far East Hospitality, providing them with unique insights that will help them maximise their opportunities and take their business to the next level.”

The hospitality group has properties across Australia, New Zealand, Europe and Asia-Pacific including 17 hotels in prime areas in Singapore and Malaysia. All of them will now be able to benefit from the exclusive information provided by Hotelbeds that will make a difference to the future of their business.

Of course, it should also be noted that Hotelbeds’ network of more than 60,000 travel advisors will still be able to tempt their clients with the wide selection of properties that are part of the hospitality group.

Malcolm Leong, Head of Revenue Management and Distribution Strategy at Far East Hospitality said: “We are delighted to enter into this partnership with Hotelbeds, where Far East Hospitality will be able to gain exclusive insights into their data and reports to help us drive significant business opportunities to our group of hotels.

“As global travel begins gradually, with the customized data and reports, we are able to adapt and personalize our promotions and offerings to remain highly relevant to our customers. Additionally, these insights help us to tap on their wide network of travel advisors.

“With this partnership, we can continue to remain nimble and unlock our full potential in the ever-changing travel landscape.”

About Far East Hospitality

Far East Hospitality Holdings Pte Ltd (Far East Hospitality) is an international hospitality owner and operator with a diverse portfolio of 10 unique and complementary brands of hotels, serviced residences and apartment hotels, including Oasia, Quincy, Rendezvous, Village, Far East Collection, A by Adina, Adina Hotels, Vibe Hotels, Travelodge Hotels and Collection by TFE Hotels.

Far East Hospitality owns more than 10 hospitality assets and operates a combined portfolio of more than 18,000 rooms under its management across over 105 hotels and serviced residences in nine countries – Australia, Austria, Denmark, Germany, Hungary, Japan, Malaysia, New Zealand and Singapore, with more in its development pipeline. In 2020, the group ranked amongst the top 100 hotel companies by HotelsMag.

Far East Hospitality is a 70-30 joint venture formed in 2013 between Far East Orchard Limited (a listed company under Far East Organization) and The Straits Trading Company Limited. In the same year, Far East Hospitality, through its wholly-owned subsidiary Far East Hospitality Investments (Australia) Pte Ltd, completed a 50-50 joint venture with Australia's Toga Group to form Toga Far East Hotels (TFE Hotels).

For more information, visit www.FarEastHospitality.com

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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