

Hotelbeds expands partnership with RateTiger as the company launches new pricing model

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Palma, Spain, 3rd March 2022 – Hotelbeds has just unveiled a new occupancy-based pricing model (OBP), giving hoteliers the power to maximise the exposure of their rooms by displaying different occupancy options – another great tool in their armoury as people start to get moving again.

The new strategy, in collaboration with one of our key connectivity partners - RateTiger, gives the hoteliers working with Hotelbeds greater control over the price at which different combinations are offered, depending on occupancy.

Paul Anthony, Digital Commercialisation Director at Hotelbeds, explained the advantages of the OBP model. He said: “We are excited to move to this new OBP model as we believe there are many benefits to it. For a start, with this model hotels will have a more sufficient overall structure while we develop a much more seamless process with them.” He added that benefits are not only for the hoteliers, but also for the Channel Managers as OBP “allows them to better monitor the inventory they push to all channels.”

Paul added: “It’s also great to be working with RateTiger, and for them to be the first to offer our new OBP model. Their real-time monitoring and management of room rates, availability & restrictions across all connected sales channels is a real game-changer.”

Alin Lazar, VP - Product Management at RateTiger said: “We are excited to be the first channel manager to offer Occupancy Based Pricing (OBP) on Hotelbeds. The benefits of this pricing model are huge and helps hotels to appear in more search results, increase occupancy of more valuable rooms and boost revenue opportunities. We are committed to developing new features and functionalities to make channel management more effective and profitable for our common hotel customers.”

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 RateTiger

RateTiger by eRevMax is a market leader in hotel technology and provides Channel Manager, CRS, Rate Shopper, Booking Engine, Website Design, Digital Marketing services as well as GDS and Metasearch Distribution solutions to large hotel chains and resorts, mid-scale groups as well as independent boutique properties worldwide.

RateTiger connects to over 450 distribution and technology partners. It has deep two-way integration with distribution channels as well as leading PMS, RMS, CRS, Booking Engine and other hotel technology systems for a seamless online distribution experience. Data security and privacy is a key aspect for RateTiger - it is ISO and PCI certified as well as GDPR compliant. RateTiger is known for its stable solutions with 99.9% product uptime and provides 24x7 multilingual customer support to hotels globally to assist in revenue generation objectives.

For more details, please visit www.ratetiger.com or contact us on marketing@erevmax.com

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