

# **Hotelbeds enters Strategic Preferred Partnership with OYO in the US**

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**Palma, Spain, 15<sup>th</sup> March 2022** – Hotelbeds has just announced a new partnership with OYO, one of the world's leading hotel chains, securing special rates and exclusive offers for its clients at the hotel chain's properties across the United States.

“OYO is an incredibly agile company that is empowering the entrepreneurs behind many hotels with full stack technology,” says **Lauren Atlass, Regional Director Commercial in Americas at Hotelbeds**. She adds that: “At Hotelbeds, we are proud to partner with this rapidly growing company that understands the needs of individual hotel owners.”

Lauren also said: “We are confident that our impressive distribution network of tour operators, travel agents, airlines and loyalty providers will maximise demand,” as this new partnership will see OYO properties in the US benefit from even wider exposure by gaining access to the more than 60,000 travel buyers based in over 140 source markets who work with Hotelbeds.

**Anuj Ladha, VP Revenue at OYO International**, added: “This preferred partnership will further strengthen the collaborative success between OYO and Hotelbeds in recent years. This partnership is in line with OYO’s continuous focus on the US geography and will further strengthen our reach to travel buyers and look forward to welcoming more travelers to OYO properties.”

## **About OYO**

OYO is a leading new-age, technology platform, empowering the large, yet highly fragmented global hospitality ecosystem. Since our incorporation in 2012, we have experienced rapid growth in India and internationally. OYO has created a strong brand and built direct relationships with its customer base by offering a clear and unique value proposition of more choices in every location, highly affordable prices and an advance customer platform.

## **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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