

## Hotelbeds announces a strategic partnership with TFE Hotels as new bookings soar in the Pacific region

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**Palma, Spain, 20<sup>th</sup> June 2022** – As new bookings soar in the Pacific region and with more international markets returning to Australia and New Zealand, Hotelbeds announces a new strategic partnership with Australia's International Hotel Group, TFE Hotels.

This deal could not come at a better time as Hotelbeds is seeing a record number of new bookings. In the last four weeks Australia has shown a 20% increase for the months of July to December compared to the same period in 2019.

As a result of this latest agreement, Hotelbeds can offer its 60,000+ clients special rates and exclusive offers at 48 properties spread across Australia and New Zealand covering all key cities, that are part of the ever-expanding TFE Hotels group.

"We strongly believe this new partnership with TFE Hotels will strengthen our position in the Pacific", said **Colm Flanagan, Head of Regional Chain Partners APAC at Hotelbeds**. He added that "this strategic partnership will provide Hotelbeds clients, both domestically and internationally, access to a range of fantastic offers at a wide range of travel inspiring properties".

Hotelbeds' clients will now be able to tempt their clients with a range of properties that make up the group's numerous brands including:

- **A by Adina:** Australia's newest premium hotel brand features contemporary Australian design, architectural finishes, and thoughtfully designed interiors. The hotel's curators are there to service every need.
- **Adina Hotels:** spacious and stylish apartment living with all the mod cons and services and amenities from a hotel including 24-reception, swimming pool, free WIFI and gym facilities.
- **Vibe Hotels:** Vibe Hotels offer Australian-inspired hospitality in some of the country's most iconic locations.
- **Rendezvous:** designed to bring romance and old-world charm back to the city. With hotels in Melbourne, Sydney, and Perth, they've got the east and west coasts covered.
- **Travelodge Hotels:** Travelodge gives travelers more of what they want and less of what they don't when you stay. Hotels in city locations around Australia and New Zealand offer great accommodation, high speed Wi-Fi and a relaxed feel.
- **Collection by TFE Hotels:** the brand represents beautiful designed with individual character and charm. Striking design and attention to the individual are hallmarks at The Calile Hotel Brisbane, Melbourne's The Savoy Hotel on Little Collins, Hotel Kurrajong Canberra and at The Hotel Britomart in Auckland.
- **Quincy Hotels:** Quincy introduced anticipatory hospitality' in a burst of colour and personality when they launched in Australia last year. True to its Melbourne and Singaporean roots, Quincy Melbourne brings a taste of SE Asia to our shores.

**TFE Hotels' Senior Director of Sales, Shahnaz Bakhshay said** TFE Hotels was in the midst of an expansive growth program with new hotels in construction in Australia, as well as Singapore, Switzerland and Austria.

"Over the past two years we have added two new brands – A by Adina and Quincy – to our portfolio and opened 17 new hotels around the globe and we're delighted to bring Australian hospitality to

the world.”

“As we move into this next recovery phase and markets open up, TFE has elevated our strategic partnership with Hotelbeds to leverage off their expansive distribution network both here in Australia and internationally. We look forward to working together distribute content and reach markets that we haven’t entered before.”

## **About Hotelbeds**

Hotelbeds is the world’s leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 300,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates- 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.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering worldwide coverage of transfer routes and 18,000 activities, as well as experiences and car rental suppliers. 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 TFE Hotels**

TFE Hotels (TOGA Far East Hotels) is Australia's International Hotel Group - headquartered in Sydney and operating in Australia, New Zealand, Germany, Denmark, Hungary, Austria, Singapore... and opening in Switzerland in 2023. TFE has a portfolio of seven hotel brands - A by Adina, Adina Hotels, Vibe Hotels, Quincy Hotels, Travelodge Hotels, Rendezvous Hotels and Collection by TFE Hotels which includes The Calile Hotel, The Hotel Britomart, Hotel Kurrajong and The Savoy Hotel on Little Collins, with more in the development pipeline.

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