

## [Hotelbeds dives into new segment with first ever airport partnership](#)

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**Palma, Spain, 30<sup>th</sup> August 2021** - [Hotelbeds](#) has signed a ground-breaking destination marketing deal with iGA Istanbul Airport, the first of its kind for the travel-tech company.

With the creation of a new destination marketing segment to attract professional travel buyers, Hotelbeds is securing special promotional rates on hotels and transfers in Istanbul, while maximising the exposure of one of the world's busiest airports. In doing so, the company aims to offer its customers a new way to access the best prices and availability in the market, while engaging and educating the global travel industry about the services iGA Istanbul Airport offers to millions of FIT (Free independent travellers) leisure tourists.

"This exciting new partnership with iGA Istanbul Airport demonstrates the value of Hotelbeds as a marketing partner and the importance of engaging our B2B customers," said **Joe Sheller, Head of Global Destination Marketing at Hotelbeds**. "Through this campaign, in addition to our clients accessing promotional rates on hotels, activities and transfers in Istanbul, iGA will be able to maintain constant contact with the travel trade and inform them about shopping and dining at the airport, lounge features, the IGA PASS, Covid-19 updates and new flight routes."

iGA Istanbul Airport opened in 2018 and quickly became the busiest airport in Europe. In 2021, the Turkish hub carried 37 million passengers, 27 million of them international, making it the second busiest airport in the world for international passenger traffic.

**Majid Khan, iGA Istanbul Airport VP Aviation Development** said: "We are delighted to be the first mega hub to enter into a partnership with Hotelbeds. iGA Istanbul Airport, despite having 12 destinations in the United States and 3 in Canada, is the only mega hub in Europe that is not directly served by a North American Airline. We are the largest airport in Europe, and we believe that the cooperation between Hotelbeds and iGA Istanbul Airport will increase awareness of our airport and Istanbul as a destination in North America, increasing US passenger traffic to this untapped market."

**Joe Sheller** added: "I would like to thank iGA for their forward-thinking strategy, as this is the first of many partnerships between Hotelbeds and an airport. This partnership marks the beginning of a new chapter in Hotelbeds' destination marketing as we continue to expand our value proposition to ever wider segments of the travel industry."

Running until the end of December, the campaign will be promoted through the company's two main distribution channels targeting Bedsonline's retail travel advisors and Hotelbeds' strategic customers in the United States.

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 commercialize its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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