

Hotelbeds expands luxury portfolio with The Leading Hotels of the World alliance

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Palma, Spain, 24 January 2023 – [Hotelbeds](#) has collaborated with The Leading Hotels of the World (LHW), expanding its luxury collection across the group's more than 400 properties.

The new preferred vendor agreement gives Hotelbeds' clients access to a significant luxury portfolio for the first time, which offers properties in more than 80 countries around the world. In turn, the agreement opens up Hotelbeds' 195-country distribution system to LHW's hotels providing a wealth of benefits, including increased revenue streams and its industry-leading ability to ensure rate parity across all of its channels.

"This new agreement opens up The Leading Hotels of the World to our vast roster of booking platforms including 64,000 retail travel agents, while also expanding our range of high-end properties," said **Paul Anthony, Hotelbeds' Digital Commercialisation Director**. "We have seen increased demand for high-end properties this year and this new alliance will help us to meet this growing sector."

Hotelbeds has become part of LHW's Leading Strategic Sourcing (LSS) program, spearheaded by LHW and DayBlink GPO. The initiative offers a strategic group purchasing program for LHW's portfolio of global independent hotels, which serves members by helping them capture new demand, access innovative sales, marketing and technology solutions to empower their success, and drive value to hotels in other strategically important categories.

Over the past year, Hotelbeds has seen an increase in luxury bookings with many destinations experiencing growth above 50%.

"We are excited to be collaborating with one of the largest global hotel inventory distributors to support our hotels' innovative distribution strategies," said **Phil Koserowski, Senior Vice President and Chief Marketing Officer, The Leading Hotels of the World**. "Hotelbeds is a valued addition to the Leading Strategic Sourcing program, and a key component to our optimized distribution efforts in 2023 and beyond."

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About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

About The Leading Hotels of the World, Ltd. (LHW)

Comprised of more than 400 hotels in over 80 countries, LHW is the largest collection of

independent luxury hotels. In 1928, 38 independent hoteliers came together to create LHW. Since then, the Company has carefully curated distinctive hotels, resorts, inns, chalets, villas, and safari camps from the snow-capped Alps of Europe to the African veldt, to share them with adventurous souls who seek the remarkably uncommon. The LHW community is filled of exceptional individuals, united by a passion for the surprising discoveries and details that come with every experience. LHW hoteliers are artisans of hospitality whose expertise, commitment to excellence, and individual flair allows them to create story-worthy moments for their guests. And it is these authentic, individualized experiences combined with the warm hospitality and high-touch service they provide that keeps discerning travelers returning again and again. LHW's collection covers the globe and promises a broad range of destinations and uncommon experiences, enhanced by LHW's tiered guest loyalty program Leaders Club. From converted former palaces, and countryside retreats run by the same families for generations, to gleaming skyscrapers in dynamic urban centers, serene private island escapes, glamorous tented camps - and beyond - explore, find inspiration, and experience unforgettable travel moments. For more information visit: www.lhw.com, Facebook [@LeadingHotels](https://www.facebook.com/LeadingHotels), Twitter [@LeadingHotels](https://twitter.com/LeadingHotels) and Instagram [@leadinghotelsoftheworld](https://www.instagram.com/leadinghotelsoftheworld)

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