

Hotelbeds builds on successful first year of partnership with NH Hotel Group (Part of Minor)

Submitted by superadmincmshb on Fri, 31/03/2023 - 08:57

Palma, Spain, 26 January 2023 – Hotelbeds and NH Hotel Group are celebrating the positive first year of their partnership, with bookings made last year increasing 69% versus 2019.

The agreement provides Hotelbeds' clients with access to NH Hotel Group's 355 properties in 31 countries around the world as part of its preferred partnership status.

Carlos Muñoz Capllonch, Chief Commercial Officer at Hotelbeds said: "Despite some industry headwinds in 2022, the first year of our partnership with NH has been a resounding success, with the last four months of the year particularly encouraging as we saw bookings soar 76% versus the same period in 2019. NH is synonymous with excellence and the results show the demand its properties are in with our clients."

The group operates under eight brands focusing on: Anantara – absolute luxury brand with presence in 23 countries, Tivoli – deluxe brand that is celebrating its 90th Anniversary, NH Collection – Upper Upscale hotels located in the main capitals of Europe and America; Avani- lifestyle brand, nhow Hotels – unconventional hotels in the most international cities, and NH Hotels – upscale brand with urban hotels in prime locations.

Fernando Vives, Chief Commercial Officer at NH Hotel Group added: "Our partnership has proved very fruitful over the past year with Hotelbeds supporting NH Group's growth around the world, but particularly in Asia-Pacific and the Middle East, Africa and India regions, where Hotelbeds has become an extension of our sales team helping us to access hard-to-reach markets and segments.

NH Hotel Group, part of Minor Hotels, is also the Hosting Sponsor of Market Hub Europe that will be celebrated in Amsterdam and will have the opportunity to personally showcase the qualities of its brands to all top clients from Hotelbeds. We look forward to continued success in the years ahead."

The collaboration has also given the Spanish hotel group access to 60,000 travel buyers based in more than 140 source markets around the world, including high-value channels such as travel agents, tour operators, airlines, and points redemption programs, expanding its clients reach.

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 NH Hotel Group

NH Hotel Group, part of Minor Hotels, is a consolidated multinational player and a benchmark urban hotel operator in Europe, the Americas and Middle East, where it operates more than 350 establishments. Since 2019, the Company has been working with Minor Hotels on integrating all of its hotel trademarks under a single corporate umbrella brand with a presence in over 50 countries worldwide. Together they have articulated a portfolio of more than 500 hotels operating under eight brands: Anantara, Avani, Elewana, Oaks, NH Hotels, NH Collection, nhow and Tivoli - to forge a broad and diverse range of hotel propositions in touch with the needs and desires of today's world travellers.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Instagram: @hotelbeds_official

Hotelbeds Media Contact

PR & Media Relations

Clara Truyols - clatruyols@hotelbeds.com

Thumb image

