

Hotelbeds records growth in Greece

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Palma, Spain, 16th March 2023 - [Hotelbeds](#) has seen strong demand in Greece since the start of 2023. Over the past three months, bookings have grown 40% versus the same period in 2022 and 12% over the same time frame in 2019. These figures cement Greece's position as one of the most sought-after destinations, ranking in the top 10 for Hotelbeds clients.

To celebrate this success and underscore the company's commitment to Greece, Hotelbeds CEO Nicolas Huss, accompanied by COO Carlos Munoz and Florian Blois, Senior Destination Marketing Manager, visited the country this week. While in Athens, they met with the Greek National Tourism Organisation (GNTO), as well as with several hotel partners and clients.

During the meeting with GNTO Secretary General, Dimitris Fragakis, GNTO Director General, Sofia Lazaridou and GNTO Director of Tourism Promotion, Eleni Mitraki, they discussed how Hotelbeds can contribute to the development and promotion of the country's tourism product, especially during the off season.

"It was an honour to meet with the GNTO to discuss how we can work together to further support the Greek tourism industry," said **Hotelbeds CEO Nicolas Huss**. "We also shared our growth plans for the future and look forward to continued success through closer working relationships with our local partners."

Dimitris Fragakis, GNTO Secretary General, added: "The Greek National Tourism Organization seeks to collaborate with key players in the sector as to best promote Greece's tourist product.

"Our partnership with Hotelbeds is of major importance to us and focuses on showcasing that our country is a wonderful destination all year round. To this end, we keep up the hard work in order to achieve the expected results."

During their stay, together with the local team led by Regional Director for Italy, Greece, Cyprus, Malta and the Balkans, Marta Gonzalez, the Hotelbeds leadership also hosted a dedicated event for hoteliers in Athens. The event held at the Grand Hyatt in Athens on Tuesday 14, was attended by 100 hoteliers.

Carlos Muñoz, Chief Commercial Officer at Hotelbeds added: "It is wonderful to meet with our Greek partners and talk about their needs and how we can best support them. These opportunities to meet are central to our people-first approach to business."

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.

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