

Hotelbeds signs exclusive partnership with Merlin Entertainments

Submitted by clatruiyols on Wed, 11/10/2023 - 13:29

Palma, Spain, 11 October 2023 – [Hotelbeds](#) and Merlin Entertainments have signed an exclusive distribution agreement for its six LEGOLAND® Hotels at LEGOLAND® Resorts in the United States.

The two companies have had a long-standing successful theme parks and attractions partnership, but this new contract will be their only hotel offering. Encompassing LEGOLAND® New York Hotel, LEGOLAND® California Hotel, LEGOLAND® California Castle Hotel, LEGOLAND® Florida Hotel, LEGOLAND® Florida Pirate Island Hotel, and LEGOLAND® Florida Beach Retreat Resort, Hotelbeds will be the sole partner of B2B accommodation bookings globally.

Chris Leonard, Managing Director of Mobility and Experiences at Hotelbeds, said: “This partnership marks a new phase in our relationship with Merlin and is an endorsement of our joint success to date. Thanks to our extensive global footprint, we are able to now support LEGOLAND® Hotels in attracting customers from around the world while also helping agents attract new customers seeking new holiday experiences.”

Reservations made by travel agents will include access to LEGOLAND® Resort’s signature Halloween extravaganza “Brick-or-Treat” running on select nights until 29 October 2023.

Additional benefits of staying at LEGOLAND® Hotels include:

- Early access to LEGOLAND® theme parks
- Easy access to the LEGOLAND® Water Park in California and Florida and Peppa Pig Theme Park in Florida
- Complimentary breakfast

“Bringing families with children ages 2 – 12 together to create awesome family memories is what we excel at and we’re excited Hotelbeds is able to work with us to offer families across the globe the unique LEGOLAND® experience,” said North America Director of Public Relations for Merlin Entertainments Julie Estrada.

LEGOLAND® Hotels become part of Hotelbeds’ portfolio of more than 300,000 hotels and 16,000 experiences worldwide.

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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 serve as a catalyst for B2B travel players aiming to unlock their full potential.

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin operates more than 140 attractions, 24 hotels and six holiday villages in 24 countries and across four continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

Visit www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.

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