

## [Hotelbeds partners with Barceló Hotel Group to expand travel opportunities for its clients](#)

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**Palma, Spain, 7 November 2023**–[Hotelbeds](#), part of HBX Group, has entered a partnership with Barceló Hotel Group. This strategic distribution agreement increases Hotelbeds' accommodation portfolio while also extends Barceló Hotels & Resorts' brand in Europe, the Middle East and Africa, opening up new possibilities for travellers.

The collaboration adds 130 Barceló hotels in 15 countries into the Hotelbeds Preferred Portfolio, and Hotelbeds will in return enhance the distribution reach for these properties, which spans more than 170 markets, and encompasses more than 71,000 travel buyers, resulting in a number of benefits, including increased revenue streams in underpenetrated market segments.

**Carlos Muñoz, Chief Commercial Officer of HBX Group**, said: "We are excited to start this collaboration with Barceló Hotel Group, a brand that shares our dedication to providing top-tier experiences for travellers. This partnership enriches our extensive hotel portfolio, enabling us to offer our customers an even wider array of choices. We look forward to the positive impact this collaboration will have for both companies."

As the flagship brand of Barceló Hotel Group, Barceló Hotels & Resorts is renowned for offering a wide spectrum of accommodation to suit the diverse needs and preference of travellers, whether they are looking for leisure, business or luxury stays. The brand encompasses a global collection of hotels and resorts, including urban properties, beachfront getaways and all-inclusive destinations.

**Raul González, Chief Executive Officer at Barceló Hotel Group**said: "We are pleased to announce this alliance with Hotelbeds as it allows us to increase the awareness of Barceló Hotels & Resorts and to reach more markets globally. This is a fundamental step in our plans for growth and market diversification. Our commercial strategy is strengthened through the development of smart initiatives designed to reinforce relationships with strong partners like Hotelbeds."

*E-Commerce Director at Barceló, Carlos Saniger; VP Commercial Europe at Hotelbeds, Jorge Cortes; Contracting Manager Regional Chains at Hotelbeds, Maria Montero; Chief Digital Business Officer at Barceló, Iñigo Onieva, and Head of E-Distribution at Barceló, Denis Kunz, at World Travel Market (WTM) on Tuesday 7 November.*

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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 Barceló Hotel Group**

Barceló Hotel Group, the hotel division of the Barceló Group, is the second largest hotel chain in Spain and is among the top 30 largest in the world in number of rooms. The group currently has more than 280 4 and 5-star urban and holiday hotels, totalling more than 62,000 rooms across 25 countries and marketed under four brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts and Allegro Hotels. It is also part of the Crestline Hotels & Resorts group, an independent hotel company with 130 establishments. For more information please visit: [www.barcelo.com](http://www.barcelo.com)

## **Hotelbeds Media Contact**

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