

[Hotelbeds and H World International sign a new strategic partnership](#)

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Palma, Spain, 5 March 2024 - [Hotelbeds](#), part of HBX Group, consolidates its strategic partnership with H World International, marking an expansion of its preferred portfolio. This distribution agreement offers clients enhanced access to premium lodging options across 21 countries.

Through this alliance, Hotelbeds will leverage its global network of more than 71,000 travel distributors across 190 source markets to seamlessly integrate H World International's properties. These include hotels from the Steigenberger Hotels & Resorts, IntercityHotel and Zleep Hotels brands, amplifying distribution opportunities for clients worldwide, including in hard-to-reach areas.

Carlos Muñoz, Chief Commercial Officer of HBX Group, said: "This strategic alliance underscores Hotelbeds' steadfast commitment to delivering unparalleled value and choice to our clients, reaffirming our position as the preferred partner for travel professionals worldwide. With H World International, we are poised for a journey of mutual growth and success."

H World International's portfolio encompasses a wide range of acclaimed hotel brands, each offering distinctive experiences tailored to meet the diverse needs of travellers. From luxury experiences at the Steigenberger Hotels & Resorts, urban vibes at IntercityHotels to Zleep Hotels which combine Scandinavian simplicity and quality where it matters: These brands embody excellence in hospitality catering to a wide range of traveller preferences.

"The partnership with Hotelbeds is an important pillar of our distribution strategy. It enables us to increase awareness of our strong brands like Steigenberger Hotels & Resorts and IntercityHotel and make our portfolio available to a global B2B network. Overall, it helps us continue our international growth, giving us access to new markets and segments", said **Johanna Lamke, Senior Vice President Commercial H World International**.

In the picture, from left to right, Contracting Manager Chains at Hotelbeds, Eve Vranken; Chief Commercial Officer at HBX Group, Carlos Muñoz; Senior Vice President Commercial H World International, Johanna Lamke; Regional Manager Chains at Hotelbeds, Mónica Pascual and Digital Senior Director, Jade Liu, at ITB Berlin on Tuesday 5 March.

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About Hotelbeds

Hotelbeds is the leading B2B TravelTech online distributor for wholesalers, suppliers, and destinations. As part of HBX Group, Hotelbeds connects more than 300,000 travel products – including accommodation, payment solutions, mobility services and experiences – to local and global brands, empowering their partners to satisfy the growing needs of the end traveller. Suppliers in more than 170 countries are granted seamless access to travel distributors and travellers across 190+ source markets, including those the most hard-to-reach segments. This is achieved by always-on cloud-based technology platforms, while this fast, simple access is further strengthened by a global support team. Visit hotelbeds.com to learn more.

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