

Hotelbeds extends strategic agreement with Choice Hotels, adding Radisson Americas properties to portfolio

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Palma, Spain, 6 May 2024–[Hotelbeds](#), part of HBX Group, announces the renewal of its strategic agreement with Choice Hotels for the next three years, adding Radisson Americas properties to the TravelTech company's portfolio.

The news on the future of the collaboration, which encompasses thousands of Choice Hotels' properties, comes after three successful years. The alliance underlines Hotelbeds' commitment to driving success in the business-to-business hotel segment, which currently represents 80% of Choice Hotels' B2B offering.

Commenting on the news, **Abhijit Patel, VP Marketing, Distribution Strategy and Revenue Management at Choice Hotels** said: "We are very excited to expand our long-standing relationship with Hotelbeds through this strategic agreement. It not only provides incremental revenue stream opportunities and international exposure for our U.S. franchisees, but also strengthens confidence in Hotelbeds' valuable wholesale distribution model. Choice Hotels is committed to maintaining rate integrity across all channels, while working to reduce the cost of distribution for franchisees. We believe this agreement has the potential to improve our ability to achieve this long term, especially in key international source markets."

Carlos Muñoz, Chief Commercial Officer of HBX Group, added: "Building on a history of successful collaboration, this extension not only solidifies the strong bond between our companies but also reflects Choice Hotels' confidence in Hotelbeds as a key driver of their B2B growth. With this collaboration, we are glad to continue providing our clients with access to a broader range of accommodation through Choice Hotels' extensive portfolio, creating more opportunities for a wider variety of travellers. We look forward to continued success."

"As we look ahead, we anticipate further achievements and are eager to explore new opportunities for innovation and mutual success."

Choice Hotels is one of the largest lodging franchisors in the world. The hospitality company currently franchises more than 7,500 hotels, available through Hotelbeds' hotel portfolio, representing nearly 630,000 rooms, in 46 countries and territories worldwide.

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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 220,000 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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