

# **Bedsonline launches new loyalty programme, Bedsonline Rewards, for dedicated travel agents**

Submitted by clatruiyols on Thu, 28/11/2024 - 11:05

**Palma, 28 November 2024** — Bedsonline, part of the HBX Group, has unveiled its new loyalty programme, Bedsonline Rewards, designed to reward and recognise the hard work of travel agents around the world. This new reward programme, which will substitute the prior Star Rewards programme in some markets, will integrate seamlessly with Bedsonline's existing booking engine and will allow agents to earn points for any of their purchases, whether it be accommodation, experiences or other products.

Designed with travel agents in mind, Bedsonline Rewards is built on a tier-based structure. Starting at Bronze level, agents new to the programme will be awarded a 2,000-point welcome bonus. As agents earn more points through each booking, they can move up to higher tiers, each offering more valuable rewards. The higher the tier, the greater the benefits agents receive.

Bedsonline has designed the programme to be easy for agents to join and use. They can quickly sign up through the booking engine and, once enrolled, can access their personal dashboard to track their points, view their current tier and explore the rewards available to them. The platform also provides regular updates to keep agents informed of their progress and new opportunities to earn more points.

The programme offers a wide range of rewards designed to appeal to different preferences and needs. Agents can redeem Amazon vouchers or other gift vouchers depending on the market. They can also opt for Bedsonline vouchers for future bookings, allowing them to reinvest their rewards directly back into their business.

**Bertrand Sava, Managing Director of Bedsonline**, said: 'We are delighted to launch Bedsonline Rewards as a way of thanking our agents for their dedication and support. This programme has been created to be flexible and accessible, providing agents with a range of valuable incentives that they can enjoy both personally and professionally'.

The implementation of the new loyalty programme will be carried out in phases, with the first markets being US, Canada, Puerto Rico and Virgin Islands. Each phase will focus on different regions to ensure a smooth transition and adaptation. This phased approach will help to optimise the effectiveness of the programme and ensure that all agents, regardless of their location, can take full advantage of the rewards and opportunities it offers.

## **About Bedsonline**

As the exclusive booking partner of travel agents worldwide, Bedsonline's expansive product portfolio and powerful data insights empower professionals to craft amazing travel experiences for every traveller, no matter where in the world they want to go. Armed with award-winning tools and the knowledge of our global teams, we're committed to driving the success of our partners – an ethos which we have proudly held for several decades.

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**bedsonline**  
Part of HBX Group  
REWARDS PROGRAM



The new Bedsonline  
Rewards Program is here!