

New strategic partnership with AccorHotels could double its sales through Hotelbeds within two years

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Palma de Mallorca, 18 October 2016 - Hotelbeds, the world's leading bedbank, has announced a strategic partnership with AccorHotels that could double sales for the hotel through the bedbank over the next two years.

This enhanced partnership is focused on consolidating and increasing overlapping business by identifying the areas where the strategies of the two companies align and can support each other to expand into new markets, gain new business and generate growth by diversifying their distribution model. Hotelbeds is a long-standing B2B partner of AccorHotels that embraces its dynamic rates through outstanding connectivity.

As a result of this new agreement - reached earlier in the year and trialed over the summer months - Hotelbeds has recently registered its best ever bookings results from the hotel chain.

Carlos Muñoz, Managing Director Hotelbeds - Bedbank said *"We are very excited and pleased to confirm that we have taken our longstanding relationship with AccorHotels to the next level with this strategic partnership. This summer's trial resulted in the best ever booking results we've seen for the hotel. Based upon this we are already working together on a plan to double the amount of bookings that AccorHotels receives through Hotelbeds within the next two years."*

About Hotelbeds

Hotelbeds (www.hotelbeds.com) is the world's leading bedbank with an online database of over 100,000 hotels in 185 countries.

Hotelbeds was founded in 2001 and belongs to the global provider of travel services Hotelbeds Group, which distributes products from more than 185 countries worldwide to over 125 source markets.

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About AccorHotels

AccorHotels is a world-leading travel and lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including [Raffles](#), [Fairmont](#), [Sofitel Legend](#), [SO Sofitel](#), [Sofitel](#), [onfinestay](#), [MGallery by Sofitel](#), [Pullman](#), and [Swissôtel](#); as well as the popular midscale and boutique brands of [Novotel](#), [Mercure](#), [Mama Shelter](#) and [Adagio](#); the in-demand economy brands including [ibis](#), [ibis Styles](#), [ibis budget](#) and the regional brands [Grand Mercure](#), [The Sebel](#) and [hotelF1](#).

With an unmatched collection of brands and rich history spanning close to five decades,

AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - [Le Club AccorHotels](#).

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