

Hotelbeds Group announces growth plan for Transfer & Activity Bank (TAB)

Submitted by AnnaMonreal on Wed, 09/11/2016 - 12:57

- Ambitious plan to triple sales of transfers, tours and activities over the coming years
- Further expansion of product portfolio and commitment to best-in-class technology to drive sales and attract further intermediaries to the platform
- Current partners include Disney Parks, Legoland, and Open Camp, the first park in the world dedicated to the universe of sport

London, November 9, 2016 - Hotelbeds Group, the business-to-business provider of services to the travel industry globally, has unveiled a plan to triple the sales of its Transfer and Activity Bank (TAB) during the coming years.

One of the key growth drivers in achieving this ambitious target will be the expansion of the existing product portfolio to include additional tours, transfers and activities. Additionally the company will continue to focus on providing its partners with best-in-class technology solutions to make the upselling of ancillaries even simpler and quicker. Together these two drivers will have the benefit of attracting further intermediaries to the platform, allowing for further additional growth in sales.

Hotelbeds Group's Transfer and Activity Bank (TAB) is the world's leading online distributor of transfers, tours and activities. It provides both the industry and the end consumer with a consolidated range of in-destination products worldwide. The company currently offers over 19,000 transfer routes and over 12,000 activity options in more than 650 destinations. These activities include theatre, sport and theme park tickets, excursions and car rental products. Amongst its many partners are included Disney Parks, Legoland, and Open Camp, the first park in the world dedicated to the universe of sport.

Speaking at World Travel Market 2016, the leading global event for the travel industry taking place in London between 7-9 November, Javier Arévalo, TAB's Managing Director, commented: *"Several years ago we identified the opportunity for intermediaries to increase revenues via the online upselling of ancillary services such as tours, transfers and activities. We have pioneered the online distribution market ever since and customer feedback has been superb. Now we plan to take this to another level by expanding the product range further and developing our technology to provide our customers with the best possible solutions - creating a virtuous circle that will in turn attract more intermediaries to the platform and increase sales further still."*

Utilising advanced technology platforms including XML API, white label and online widget solutions, TAB's products are distributed to more than 35,000 travel intermediaries globally in 120 source markets via the Hotelbeds Group distribution platform, as well as through the Group's own brands, including Hotelextras, Isango, Guidago and Let's Shuttle.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally.

The Group's proprietary technology helps providers of travel services distribute their offering to

travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 100,000 hotels, 19,000 transfer routes and 12,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Intercruises (shore side cruise solutions), TT Services (visa outsourcing) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB).

The company is headquartered in Palma de Mallorca, Spain and has 6,150 employees working across over 150 offices globally.

In the financial calendar year of 2014 / 15 Hotelbeds Group sold around 26 million room nights and achieved a Total Transaction Value (TTV) of €3.8 billion.

Follow us on LinkedIn: <https://www.linkedin.com/company/hotelbeds-group>

And twitter: [@HotelbedsGroup](https://twitter.com/HotelbedsGroup)

Follow APItude on twitter: @Hotelbeds_API

Thumb image

