

## **Hotelbeds Group confirms Americas appointments for Wholesale Sales team**

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- Lauren Volcheff Atlass appointed to lead Wholesale Sales for the Americas
- Regional management team reporting to Atlass also confirmed
- Progress towards complete integration of the three brands: Hotelbeds, Tourico Holidays and GTA continues

**Orlando, Florida- July 18th, 2018** - [Hotelbeds Group](#), the world's leading bedbank and business-to-business provider of services to the travel industry globally, has today provided a further update on the appointment of senior management positions across its Group.

Lauren Volcheff Atlass has been appointed the Regional Director of Wholesale Sales for the whole of the Americas, reporting directly to Sam Turner, the Wholesale Sales & Sourcing Director with global responsibility. In this role, she will be responsible for managing relationships and driving growth with wholesale clients, including tour operators, airlines, points redemption schemes, online travel agents, and re-sellers. Previously, Atlass had been with Tourico Holidays, which joined Hotelbeds Group in the summer of 2017, for over 10 years and was most recently the Executive Vice President of Global Sales and Marketing.

The Group has additionally confirmed the regional management positions that will report into Atlass, combining the best talent from across the three bedbanks, Tourico Holidays, GTA, and Hotelbeds. Deborah Kenton will be the Regional Manager for North America - East, Sevil Arnavutoglu Le will cover North America - West, Emmanuel Labstida has been appointed to Central Latin America, and Alexandre Vanzella for Latin America - South, all as Regional Managers; meanwhile Lev Koutamonov will take the role of Regional Manager of Client Technical Solutions in the Americas.

**Sam Turner, Wholesale Sales & Sourcing Director at Hotelbeds Group said**, "I am very pleased to see Lauren taking the lead for Wholesale Sales in the Americas, her expertise and close relationships with the leading players in the region will be pivotal to further the development of our Group's market footprint in the Americas. I am also excited to see such a strong new integrated team representing our Group in the region and look forward to working with them."

**Lauren Volcheff Atlass, Regional Director of Wholesale Sales in the Americas said**, "This is a hugely exciting time for our clients, suppliers and industry. We already have positive results from the integration of our three bedbanks to benefit our clients and suppliers. We are proud to say we are now able to connect over 60,000 travel intermediaries with over 170,000 hotels, 22,000 transfer routes, 16,000 activities and 16 cruise lines worldwide via our enlarged Group's technology platform."

Since the beginning of this year, Hotelbeds Group has been in the process of selecting the best profiles across the three companies, at both senior management and management levels, with the objective to better cater for the needs of the Group's expanded operations as a result from the integration among Tourico Holidays, GTA, and Hotelbeds. So far around 350 appointments have been made.

Following the decision announced late last year of the selection of the IT platform and architecture for the enlarged organization, recently the Group confirmed that all of its bedbank brands - Hotelbeds, Bedsonline, Tourico Holidays, and GTA - will all be transitioned onto the same technology platform by the close of this year.

## **About Hotelbeds Group**

Hotelbeds Group is the world's leading bedbank.

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, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 185 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 22,000 transfer routes and 16,000 activities.

In September 2016, the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017, Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain.

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