

Hotelbeds Group launches 'LATAM Origins' a strategic sales promotion to Latin American source markets

Submitted by alicia.ortastanford on Thu, 09/08/2018 - 17:12

- Program promotes 15 different destinations in the Americas each week with unbeatable hotel discounts
- Exclusive deals negotiated via Group's extensive sourcing team across the continent
- Group's access to network of wide range of travel intermediaries globally used to distribute the offering and boost incremental sales for hotel partners participating

Orlando, Florida- August 9, 2018 - [Hotelbeds Group](#), the world's leading bedbank and business-to-business provider of services to the travel industry globally, has today announced the recent launch of its latest strategic sales initiative to boost sales for hotels in the Americas market until September.

As part of Hotelbeds Group's commitment to boosting growth for its hotel partners and travel intermediary clients, the LATAM Origins program promotes top destinations in the Americas market via unique and discounted accommodation offerings in each of the chosen destinations.

Each week 15 destinations will become part of LATAM Origins for one week only, with clients informed in advance about the destinations and the specific offers available in order to prepare. The exclusive deals are sourced via the Group's 230 strong dedicated sourcing and sales teams in Latin America.

The deals are available to all Hotelbeds Group's Wholesale customers globally - whether via more niche channels such as an airline or points redemption scheme, or more traditional channels such as a tour operators or online travel agents - across the Hotelbeds, Tourico Holidays and GTA bedbank brands. This outstanding campaign focusses on offering aggressive discounts, to one destination each week, of up to 40% for the booking window period.

Recent destinations included in the launch campaign for LATAM Origins were:

July 2 - Santiago

July 9 - Las Vegas

July 16 - New York City

July 23 - Cancun

July 30 - Orlando

Aug 6 - Buenos Aires

Lauren Volcheff Atlass, Regional Director of Wholesale Sales in the Americas said, "To mark the recent formation of our new Wholesale Sales team for the Americas and to thank our clients for their business, we recently kicked-off a major sales initiative for South American destinations that we are referring to as LATAM Origins. This blowout sale is made with one objective in mind: to drive significant sales for both our hotel partners and travel intermediary clients via offering travelers unmissable deals."

Matias Elisavetsky, Regional Director of Sourcing in the Americas said, “Our Latin American hotel partners are looking to us for unique channels of distribution, which is our strength globally: we have airlines, banks, point redemption companies, and more – as well as the traditional tour operator and travel website sales routes. Working together with these clients we can additionally help hotels to generate incremental business by offsetting seasonality, increasing the average number of room nights, reducing cancellations, and targeting segments that spend more and rebook, such as families.”

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the leading bedbank worldwide.

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 140 source markets globally with travel providers in 185 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 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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