

Ancillary Bank grows sales team with new Sales Manager for UK & Scandinavia

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- Tracey Bartlam joins the Ancillary Bank department at Hotelbeds Group as Sales Manager for the UK & Scandinavia
- More than 16 years of experience in the travel industry, including at Attraction World
- Bartlam joins at an exciting moment following recent announcement of a new structure and growth plans for Ancillary Bank

Palma, 4th September 2018. [Hotelbeds Group](#), the world's leading bedbank, has announced today the appointment of Tracey Bartlam as the new Sales Manager covering the UK & Scandinavian market for the Group's Ancillary Bank, which distributes ancillary products (excursions, event tickets, theme parks, cruises and car rental products) to retail travel agents, wholesalers, tour operators, airlines, online travel agencies, hotel industry partners, activity providers, tourism boards and points of sale.

Bartlam has a career spanning more than 16 years in the retail travel sales industry, including as a national account manager for Attraction World, one of the world's leading theme park and attraction ticket specialists.

In her new role Bartlam will help with the further consolidation of the Ancillary Bank division of Hotelbeds Group in the UK, Ireland and Scandinavia.

Bartlam will become part of a team that will now consist of five dedicated regional Sales & Sourcing roles reporting directly to Peter Jones, the Head of Sales for Europe.

This appointment to the Ancillary Bank sales team in Europe comes at a strategic moment for the company after the recent announcement of a new structure for the department, following the integration of Tourico Holidays and GTA into the Group last year.

This new business structure was introduced a few months ago to ensure the optimization of cross-selling opportunities generated through the company's diverse and global bedbank client base of more than 60,000 travel intermediaries around the world.

Peter Jones, Head of Sales Europe at Hotelbeds Group Ancillary Bank, commented "We are very pleased to welcome Tracey to our team. Her knowledge and experience in the travel industry will play a key role for the growth plans we have in UK, Ireland and the Nordic markets. She will be working closely with our colleagues from across all our bedbank brands -Hotelbeds, Bedsonline, GTA and Tourico Holidays- to support our customers with guidance and advice on how to take advantage of selling our over 24,000 transfer routes and 18,000 activities that we now have on our platform. Without a doubt, her experience will help us to consolidate our position in the market as well as to offer the best service to both our retail and wholesale clients, including both the online travel agencies tour operators as well as airlines and the harder-to-reach sellers such as points redemption schemes and incentives schemes."

About Hotelbeds Group

Hotelbeds Group is the world's leading bedbank and 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, 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 over 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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Hotelbeds Group Media contacts

Arenalia Comunicació

Laia Jardí · ljardi@arenalia.com

Cristina Vilà · cvila@arenalia.com

Tel. +34 660 201 020

Hotelbeds Group

PR, Media Relations & Corporate Affairs

Antonia Aguiló · a.aguilo@hotelbeds.com

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