

Hotelbeds Group and Singapore Airlines announce holiday packaging partnership

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- First agreement for Hotelbeds to supply dynamic packaging platform to a full-service commercial airline globally
- 'Singapore Airlines Holidays'-branded packages will be made available online progressively to Airline's customers in over 20 source markets globally

London - Singapore, 5th September 2018. [Hotelbeds Group](#) and [Singapore Airlines](#) (SIA) have come together to form a holiday packaging partnership, offering bundled flights and hotel accommodation solutions to SIA's customers.

This new collaboration enables SIA to take a step further by utilising Hotelbeds Group's proprietary dynamic packaging platform to enable customers to curate their own holiday packages, with real-time selection of flights from SIA's extensive network plus more than 170,000 hotels. More than 24,000 transfer routes and 18,000 activities such as theme parks and museums from Hotelbeds will be made available progressively.

Singapore Airlines' customers will be able to book these customisable packages online in an easy and convenient manner. Customers will also be able to earn KrisFlyer miles on the total package value purchased. These packages will be progressively made available on SIA's website across Singapore and other parts of Asia Pacific, as well as Europe, India and North America. Packages will first be introduced in Australia.

Hotelbeds Group will also provide a dedicated team - primarily based in Singapore - responsible not only for promoting the wide range of hotels available for the 'Singapore Airlines Holidays' product but also for customer service, pricing and product optimisation.

Sam Turner, Wholesales Sales & Sourcing Director at Hotelbeds Group, commented: "We are absolutely delighted to be entering into a partnership with such a world leading airline as Singapore Airlines and look forward to providing its customers with an unbeatable accommodation portfolio alongside a seamless booking experience. We have spent a lot of time working with various teams at Singapore Airlines to understand how best to design the solution and operate the business."

SIA's Senior Vice President Sales & Marketing, Mr Campbell Wilson, said: "We are glad to partner with Hotelbeds Group to launch 'Singapore Airlines Holidays'. Leveraging on the dynamic packaging platform, this provides our customers with the added option of combining our flights with land content of their choice through a package with the best value. With this collaboration, we hope to offer our customers a platform to purchase their next dream holiday, by combining SIA's quality in-flight services with a curated list of hotels."

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[About Singapore Airlines](#)

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

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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