

## Hotelbeds and OYO Hotels & Homes form strategic distribution partnership

Submitted by Antonia Aguilo on Mon, 15/04/2019 - 11:24

- Marks OYO's first partnership with a bedbank company
- OYO gains access to Hotelbeds' 60,000 clients, including tour operators, points redemption schemes and retail travel agents and Hotelbeds' clients will have access to OYO's portfolio of more than 18,000 franchised and leased hotels and over 10,000 homes and villas, across ten countries
- The deal covers wholesale and retail distribution of OYO hotels and homes via both Hotelbeds and Bedsonline

**Palma and New Delhi, April 15, 2019.** [Hotelbeds](#), the world's leading business-to-business bedbank and [OYO Hotels & Homes](#), the world's 6th largest hotel chain, today, announced a strategic global distribution partnership. The preferred agreement represents OYO's first-ever distribution partnership with a bedbank.

The partnership provides OYO with access to more than 60,000 travel buying intermediaries around the world that use the Hotelbeds platform, including tour operators, airline websites, points redemption programs, loyalty plans from more than 140 source markets.

As a result of this Hotelbeds' clients will have access to OYO's portfolio of more than 18,000 franchised and leased hotels and over 10,000 homes and villas, across ten countries - including India, China, Malaysia, Nepal, the UK, UAE, Indonesia, the Philippines, Kingdom of Saudi Arabia, and now Japan.

Through this partnership, OYO Hotels & Homes, will be able to distribute its hotel rooms via both the wholesale channel, which operates under the 'Hotelbeds' name and the retail travel agent channel, which operates under the 'Bedsonline' brand - all united under one contract.

**Mark Redmond, Head of Global Chains at Hotelbeds comments:** *"OYO Hotels & Homes is one of the most talked about hotel brands currently and is massively shaking up the entire sector. So, we at Hotelbeds are very pleased to be the first travel distributor given the privilege to work with them. As the largest budget hotel chain, it represents a new offering for our 60,000 plus travel buying clients using our platform, such as travel agents and tour operators - meaning our distribution channel sits perfectly with their needs. Whilst they currently have an impressive 515,000 rooms, they're set to increase up to 1 million by the end of the year and we're looking forward to helping them find incremental and higher-yielding bookings for many of those rooms".*

**Maninder Gulati, Chief Strategy Officer, OYO Hotels & Homes,** stated: *"At OYO, our mission is to create a perfect space in every place by ensuring the best possible experience for our guests, and having Hotelbeds as a strategic global partner supports this vision. Hotelbeds distribution channel of B2B travel buyers helps us access new customer segments and geographies. The bedbank company's cost-efficient distribution channel makes them an ideal partner to achieve our goal."*

A global-first, OYO Hotels brings a unique equilibrium between demand and supply gap of quality living spaces through proprietary technology, efficient operations, staff training, civil transformation, inventory management, revenue management, and customer relationship manager.

All these facets come together to improve a hotel's performance by delivering a quality-assured experience. Subsequently, hoteliers can take advantage of the technology to boost occupancy and deliver enhanced customer experience.

In October last year, Hotelbeds announced the consolidation of all of its brands in the wholesale channel —GTA, Tourico Holidays and Hotelbeds— under the name of Hotelbeds, phasing out the Tourico Holidays and GTA brands. With this, Hotelbeds Group and its wholesale brand are now simply known as 'Hotelbeds'.

More recently, in early February, Hotelbeds also announced that now 90% of its current 180,000 hotel partners now have access to all of the 60,000 travel buying intermediaries – such as tour operators and travel agents – that use the company's platform, following the integration of GTA and Tourico Holidays into the company recently.

## **About Hotelbeds**

Hotelbeds is the world's leading business-to-business Bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier's direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the 'Beyond the

Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

## **About OYO Hotels & Homes:**

OYO is South Asia's largest, one of China's top five, and the world's fastest growing chain of hotels, homes, and spaces. It has footprints in more than 500+ cities across India, China, Malaysia, Nepal, the UK, UAE, Indonesia, the Philippines, the Kingdom of Saudi Arabia, and Japan. Globally, OYO currently has over 18,000 franchised or leased hotels and over 10,000 homes and villas as a part its chain and over 515,000 rooms. OYO is backed by leading investors, the SoftBank Group, Greenoaks Capital, Sequoia India, Lightspeed India, Hero Enterprise, and China Lodging Group. For more information, log on to <https://www.oyorooms.com/>

## **Hotelbeds Media contacts**

### **Hotelbeds**

PR, Media Relations & Corporate Affairs

Antonia Aguiló · [a.aguiló@hotelbeds.com](mailto:a.aguiló@hotelbeds.com)

### **OYO Media contacts**

Prasidha Menon: +91 95601 88330, [prasidha.menon@oyorooms.com](mailto:prasidha.menon@oyorooms.com)

Shonali Chakravarty: +91 9833059832, [shonali.chakravarty@oyorooms.com](mailto:shonali.chakravarty@oyorooms.com)

Thumb image

