

Hotelbeds confirms Middle East commitment with new and enlarged office opening in Dubai

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- The world's leading bedbank continues to expand its presence around the globe with the opening of a new and enlarged office in Dubai.
- Hotelbeds has tripled the size of its Middle East regional team in the last two years.
- The new office is located in Reef Tower and accommodates around 200 people.

Dubai, 25 April 2019. **Hotelbeds**, the world's leading business-to-business bedbank, has confirmed today its commitment to the Middle East and Africa regions with the opening of a new office in Dubai.

During the last two years the company has tripled the size of its local team – following the acquisitions of Tourico Holidays and GTA – and recently decided to unify the business and teams into one single space in Dubai

The new office is located in Reef Tower and accommodates around 200 people, including the sourcing, wholesale sales, retail, operations and finance teams, all of whom are focused on inbound and outbound business from the region.

Hotelbeds has a long history of commitment to Dubai, with GTA operating in the city since 1998 and Hotelbeds establishing its regional office in Dubai in 2012.

This news comes ahead of the Arabian Travel Market (ATM) fair in Dubai, taking place from Sunday 28 April to Wednesday 1 May, where Hotelbeds can be found on stand TT1430.

Philip Dickinson, Wholesales Sales Director for the Middle East, Africa and India at Hotelbeds said: *“Ahead of ATM I am proud to announce the new office in Dubai. As Hotelbeds continues to expand its client base our Dubai office will become an important catalyst for our accelerated business growth. Opening a new office in Dubai enables us to support the demand that we have experienced to-date in this fast-growing region, but it also demonstrates to our local clients and partners that we are committed to helping them achieve their goals too. Just seven years ago we opened our first office in Dubai with only 4 employees, two years ago we had 60 employees and now we have already grown to around 200 people”.*

Miguel Anaya, Sourcing Director for the Middle East and Africa regions at Hotelbeds added: *“Over the last year we've been working hard to create one new and enhanced business since Tourico Holidays and GTA joined us: a new and consolidated leadership structure; a much stronger sourcing team that has now increased to over 1,100 employees globally and 70 in the Region; one single account management and billing point for all partners including travel buyers and hoteliers; and an enhanced IT structure that is almost completely migrated onto one, new platform”.*

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.

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