

# **Hotelbeds launches Chinese domain for its hotel extranet**

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- The world's leading bedbank launched a Chinese domain for its hotel extranet, MaxiRoom.
- The launch forms part of a partnership with global technology and cloud leader Alibaba Cloud.
- MaxiRoom was originally launched in 2015 and helps hotel providers to maximize distribution globally via Hotelbeds' 60,000 travel agent, tour operator, airline and points redemption buyers globally.

**Shanghai, June 17, 2019.** [Hotelbeds](#), the world's leading bedbank, has recently launched a China-based hotel extranet solution for hoteliers in China.

As of today China-based hoteliers will have access to a Chinese domain version of MaxiRoom, the Hotelbeds free hotel extranet that was launched in 2015. MaxiRoom is designed to control and maximize hotel occupancy rates through Hotelbeds' distribution channels in a faster, smarter and easier way.

Chinese hoteliers will be able to access MaxiRoom via a Chinese domain - <https://www.maxiroom.cn> - allowing them to access Maxiroom without facing any restrictions and in Chinese.

**Adam Krzciuk Kuna, Head of Supplier Connectivity Partnerships, Hotelbeds** comments:

*"Doing business in China requires a bespoke approach as their technology platforms are different. In the past we tried other non-domestic websites, but the performance of the platform was not up to the standard we wish our hotel partners to receive. The domestic domain is created to improve usability and functionality, which is part of our commitment to offer hotels a segmented and ever stronger value proposition that will make us the best company to work with. MaxiRoom offers hoteliers greater autonomy by helping them find and manage their rates, availability, offers and content more easily."*

**Kevin Liu, General Manager of Alibaba Cloud for France and Southern Europe** comments:

*"Alibaba's mission is to make it easy to do business anywhere. We did just that for Maxiroom and Hotelbeds, and we look forward to supporting them even more in the future with our technology innovations. Working with the technology team at hotelbeds has been great. It is a cloud center of excellence."*

Key initiatives such as this dedicated Chinese Maxiroom domain demonstrate the continuous efforts to excel in providing hoteliers with not only access to incremental sales growth, but also the best technology to achieve that.

MaxiRoom helps hoteliers to be more competitive, since it offers information about performance in comparison with local competitors and allows hoteliers to make decisions to improve their pricing in order to optimize productivity.

Other features of MaxiRoom include:

- Interactive calendar where hoteliers can make rate and room type changes.
- An intuitive content management system designed to easily update the quality of information, images and offers.

- A tool that allows to quickly and easily make massive changes in availability and price by product range or by room type.
- Smart alerts that notify hotel partners about dates that have been left unavailable, incomplete descriptions or lack of images so they can improve their showcase on the platform.
- A promotions manager that allows hoteliers to launch their own offers directly any time and in a dynamic way.

Hotels that work with Hotelbeds have access to more than 60,000 tour operators, airlines, point redemption programs, loyalty plans, and travel agents from more than 140 source markets.

## **About Hotelbeds**

Hotelbeds is the world's leading 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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**MaxiRoom**  
by Hotelbeds

