

Hotelbeds announces Bali as host destination for 2nd edition of MarketHub Asia

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- Invitation only, three-day event will be held in Bali, Indonesia from 22nd - 25th October.
- 'SHIFTING FUTURES' theme to explore how travel companies can future-proof their technology, payments, and data strategies - while tackling the key topic of the complexity of distribution.
- The Westin Resort Nusa Dua, Conrad Bali and Hilton Bali Resort confirmed as the hotel hosts - with sponsorship packages now available.
- Around 300 participants from leading tour operators, airlines, loyalty and points redemption schemes to attend from around 15 source markets across Asia-Pacific and Middle East.

Shanghai, 23rd July 2019. [Hotelbeds](#), the world's leading bedbank, has chosen Bali as the host destination for the 2nd edition of Hotelbeds' MarketHub Asia event that will take place from 22nd - 25th October.

MarketHub Asia is an invitation-only, three-day event attended by around 300 of the most important Hotelbeds partners from all the key source markets of Asia-Pacific and Middle East.

Attendees this year are expected to include senior executives and decision makers from tour operators, airlines, and loyalty and reward points schemes.

The event follows the recent success of the Americas and European MarketHub editions that Hotelbeds held in May in Cancun and Istanbul respectively, each attended by over 350 of each region's most important B2B travel trade buyers. The MarketHub Asia event this year will take place under the theme of 'SHIFTING FUTURES' and will explore how the travel sector should react to current industry changes and shifts in areas such as technology, the complexity of distribution, payments, and data.

Platinum, Gold, Silver and Bronze sponsorship packages are still available for companies that wish to gain exclusive positioning for their brands in front of Asia-Pacific's leading travel trade buyers - and official sponsors will be announced in due course.

Additionally, Hotelbeds is proud to confirm that the hotel hosts for this year's MarketHub Asia will be The Westin Resort Nusa Dua, Conrad Bali and Hilton Bali Resort.

Carlos Muñoz, Bedbank Managing Director at Hotelbeds, commented: *"I'm very pleased to confirm that this year's MarketHub Asia will be in Bali, Indonesia - one of the world's most popular and beautiful tourist destinations.*

"We launched the first edition of MarketHub Asia two years ago in Bangkok and received very positive feedback! This edition will be focused on our 'SHIFTING FUTURES' theme, exploring in depth the future of the hotel accommodation distribution eco-system.

"This year's MarketHub events are particularly exciting for us as they are the first large scale events as one consolidated company. Over the last year we've been working hard to create one new and enhanced business to better serve our partners including: a new and consolidated leadership structure; one single account management and billing point for all partners, including travel buyers and hoteliers; the launch of a Product Management department; and an enhanced IT structure that is now almost completely migrated onto one, new platform."

As a key and regular industry fixture since 2009, MarketHubs are one of the leading events for bringing the travel industry together, with nine previous events in the Americas, five in Europe, and one in Asia.

For more information about the MarketHub Asia event, including on how to sponsor the event, please visit <https://themarkethub.com/asia/>.

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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