

Hotelbeds confirms a new long-term strategic partnership with Side Crown Hotels in Turkey

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- Side Crown Hotels gains access to world's largest distribution of B2B travel trade buyers, with 60,000+ tour operators, points redemption schemes, airlines, and retail travel agents.
- The hotel will also benefit from incremental non-domestic bookings from high-value guests that pay higher rates, stay longer, cancel less, and spend more in destination.
- Over 3,200 beds will be available in both wholesale and retail distribution channels via Hotelbeds and Bedsonline platforms.

Palma, Spain, 20th August 2019. Hotelbeds, the world's leading bedbank, today has announced a new long-term strategic partnership with Side Crown Hotels, the Turkish hotel group.

Building on over 8 years of working together, the recently renewed partnership takes the form of a preferred agreement that will provide Hotelbeds with exclusive access to Side Crown Hotels' portfolio of more than 1,440 rooms and 3,200 beds across four hotels in Antalya, Turkey.

This partnership extension will provide Side Crown Hotels with distribution access to more than 60,000 travel buying B2B intermediaries around the world that use the Hotelbeds platform, including tour operators, airlines, points redemption programs, retail travel agents, and loyalty & points redemption plans from more than 140 source markets.

As part of this new agreement Side Crown Hotels, who already has wide brand recognition and distribution in the German market, will now widen their reach to 140 source markets globally.

The agreement provides Side Crown Hotels with distribution via both the wholesale and retail distribution channels of Hotelbeds, which operate under the 'Hotelbeds' and 'Bedsonline' brand names respectively.

Side Crown Hotels' properties are all 5-star, all-inclusive concept and family friendly.

Arzu Harley, Regional Manager of Hotelbeds, Turkey, comments: "We are very excited and pleased to confirm that a strategic partnership has now come into effect with our long-standing partner, Side Crown Hotels.

"Today's news reflects our long-term commitment to Turkey, and demonstrates the confidence that Side Crown Hotels places in our business-to-business bedbank to access non-domestic bookings and incremental reservations from high-value guests that book via channels such as travel agents, tour operators, airlines and points redemption schemes - all of whom on average book further in advance, pay more, cancel less, stay longer, spend more in-destination, and come back more often."

Mustafa Cura, Sales and Marketing Director at Side Crown Hotels, added: "We are very excited to extend our relationship with Hotelbeds. We still have ambitious plans to grow further and extend our reach to more international markets, and Hotelbeds is the right partner to do so. Today's news forms part of a strategic plan and we look forward to working with Hotelbeds as we not only grow overall bookings together, but more importantly grow high-value bookings from guests that are more profitable."

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, airlines, 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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About Side Crown

Cetin Construction Company has started business in 1990. Having built countless Hotels in the region in 2011 they have entered the market with their own built property Side Crown Palace.

In 2013 they added Side Crown Serenity followed by Side Crown Charm in 2015 and the final addition to the fast-growing chain was Side Crown Sunshine in 2018.

They supply a total of 1449 rooms and 3200 beds across 4 hotels in the most sought-after region of Mediterranean, Side, Antalya. All hotels are of 5-star quality, All Inclusive Concept and family friendly.

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