

[Forrest Zhang joins Hotelbeds as Managing Director for China](#)

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- Role created to further strengthen Hotelbeds' position as the world's leading bedbank, allowing the company to place a greater focus on the strategic Chinese market.
- Forrest joins the company from Expedia, where he held the position of Director of Market Management for Mainland China.
- China is already Hotelbeds' fourth biggest source market globally.

Palma, 6th September 2019 - [Hotelbeds](#), the world's leading bedbank, has announced today the appointment of Forrest Zhang as Managing Director for China.

Forrest joins Hotelbeds in a newly created role becoming directly responsible for all the company's activities which are focused on the Chinese market, reporting directly to Carlos Muñoz, Managing Director at Hotelbeds.

The recruitment of Forrest will allow Hotelbeds to further strengthen its position as the world's leading bedbank, placing a strategic focus on this key market which is already its fourth biggest source market globally.

Forrest joins Hotelbeds from Expedia, where he held the position of Director of Market Management, Mainland China. He brings with him a huge experience in both general management, sales leadership and market development in different industries across mainland China, including hotels, serviced apartments, vacation rental acquisitions and account management. He was responsible for managing relationships with Expedia's extensive hotel portfolio, including global accounts, local chains and independent hotels on property level.

Carlos Muñoz, Managing Director, Hotelbeds, said, "It's a real pleasure for me to confirm the appointment of Forrest Zhang as Managing Director for China. This decision comes after we identified new opportunities to further strengthen our position as the world's leading bedbank, by powering our focus on developing the key strategic Chinese market under one single lead.

"China is, in fact, our fourth biggest source market globally. As part of our strong commitment to investing in this region, to exploring the huge opportunities it can offer and to further developing our business there, we felt it was necessary to create a newly dedicated role to answer the specific and high demanding needs of this market."

Forrest Zhang, Managing Director China, Hotelbeds, said, "It's a real honour to be joining Hotelbeds at this key stage of the business. My deep understanding of the Chinese hospitality market will contribute to boost Hotelbeds' presence in China.

"Together with my team, I hope to help hoteliers to increase their RevPAR in the region whilst at the same time to offer our B2B travel buying clients the best and most exclusive deals available."

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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