

# **Hotelbeds and Selina sign strategic distribution agreement**

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- Selina will gain access to Hotelbeds' network of 60,000 B2B travel buyers, including retail travel agents, airlines, loyalty programs and tour operators.
- Hotelbeds obtains access to Selina's 52 locations in Latin America and Europe - by 2023, Selina plans to expand to a total of 400 locations throughout Europe, the United States, Latin America, and Asia.
- This offer covers the wholesale and retail distribution of Selina hotels through both the Hotelbeds and Bedsonline brands.
- The Hotelbeds B2B channel brings high-value international guests who book in advance, cancel less, stay longer in destination, return more often, and spend more at the hotel.

**Orlando, FL, - Palma, 12 September 2019.** [Hotelbeds](#), the world's leading bedbank, has today announced a strategic alliance with Selina, one of the fastest growing hotel brands in the world.

This strategic agreement will give Selina access to Hotelbeds' large high-value distribution network made up of more than 60,000 travel agents, airlines, tour operators and loyalty programs in more than 140 source markets worldwide.

At the same time, Hotelbeds customers will have, from now on, access to the Selina hotel portfolio, consisting of more than 52 properties located mainly in Latin America, but also located across Europe, with properties in Argentina, Bolivia, Brazil, Colombia, Costa Rica, Ecuador, Greece, Guatemala, Mexico, Nicaragua, Panama, Peru, Portugal and the United Kingdom.

The hotel chain plans to open more than 35 locations in 2019, including upcoming openings in the United States, United Kingdom, Portugal, Greece, Germany, Chile, Mexico, Brazil and Argentina. By 2023 Selina expects to have more than 130,000 beds in more than 400 locations around the world, all of which Hotelbeds will also have access to.

As part of this agreement Selina will distribute its hotel rooms through the two distribution channels of Hotelbeds, all under the same contract: the wholesale channel that operates under the name 'Hotelbeds', and the retail channel, which operates under the name 'Bedsonline' and focused solely on travel advisors.

Hotelbeds provides its hotel partners with additional reservations through its network of international B2B travel buyers who bring high-value guests who normally book further in advance, cancel less, stay longer, spend more at the hotel and come back more often.

**Felipe Muñoz, Global Head of Sales for Selina, commented:** "This alliance is very important for Selina as thanks to Hotelbeds we can have access to one of the largest B2B distribution networks, including both wholesale and retail, in the world - and through this we can make our innovative concept known to more people."

**Matias Elisavetsky, Regional Director of Sourcing for Hotelbeds in Americas, commented:** "Selina is one of the fastest growing hotel chains in Latin America, with plans to further expand its reach and become known not only in Latin America, but also the United States, Asia, and Europe. This is why we feel very privileged to work with them. Selina represents a new offer for our more than 60,000 travel buyers, made up of retail travel agents, airlines, loyalty programs and tour operators, which means that our distribution channel adapts perfectly to their needs."

"Selinas currently has 52 properties throughout Latin America and Europe, but by 2023 it plans to add around 130,000 rooms, by then we hope to continue to help them ensure incremental and higher value bookings for all their properties."

## **Sobre Selina**

Selina is one of the fastest growing hotel brands in the world, which combines beautifully designed accommodation with coworking activities, recreation, wellness and local experiences. Tailored for today's nomadic traveler, Selina provides guests with a global infrastructure to travel and work smoothly abroad. Founded in 2015 in Latin America, each Selina property is designed in collaboration with local artists and trendsetters, bringing existing buildings to life in interesting places around the world, from urban cities, beaches and remote forests. Selina currently operates 52 locations in Latin America and Europe. The company plans to expand rapidly in Europe and the United States, aiming to open 400 locations and 130,000 beds by 2023.

For more information about Selina, visit [www.selina.com](http://www.selina.com) or visit @selina on Instagram or @selinathenomad on Facebook.

## **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 – without 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 programs 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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