Strong demand for Asia-Pacific ancillaries drives portfolio growth at Hotelbeds

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- Hotelbeds grows Beyond The Bed portfolio by 15% during last year to reach 4,000 unique activities and 6,000 transfer routes in 200 destinations across Asia-Pacific.

- Beyond The Bed provides curated portfolio of transfers, car hire, tickets and excursions to Hotelbeds' over 60,000 B2B travel buyers globally.

- Growth driven by strong international demand from high-value B2B buyers globally cross-selling long-haul travellers in-destination services for Asia-Pacific.

- News announced at Hotelbeds' MarketHub Asia event in Bali, with over 300 leading travel B2B buyers attending including tour operators, airlines and loyalty schemes.

Bali, 24 October 2019. Hotelbeds, the world's leading bedbank, has provided an update on its Beyond The Bed portfolio in Asia-Pacific during its MarketHub Asia event taking place this week in Bali.

Hotelbeds can confirm that currently a total of 4,000 unique activities and 6,000 transfer routes are available in 200 destinations across Asia-Pacific via Beyond The Bed, the ancillaries product portfolio available from the company.

Additionally Hotelbeds can confirm that the Beyond The Bed portfolio has grown by around 15% in the last year, driven by high-demand for in-destination ancillaries from B2B travel buyers around the world cross-selling in-destination services to their long-haul clients visiting Asia-Pacific.

As a result of this the company plans to continue growing its curated the portfolio in the region further during the coming years.

Products distributed via Beyond The Bed include transfers, car hire, entrance tickets, theme parks, excursions and tours, plus travel insurance – with a dedicated sourcing team committed to find and contract the best suppliers under exclusive terms and conditions.

These services are all available to the Hotelbeds network of more than 60,000 retail travel agents, tour operators, airlines and points redemption schemes globally.

At a global level the Beyond The Bed portfolio represents over 24,000 transfer routes in 1,100 destinations and 18,000 activities in 690 destinations.

Javier Cuevas Visconti, Global Sales Director for Beyond The Bed at Hotelbeds, said: *"Our network of 60,000+ B2B travel intermediaries globally includes many retail travel agents and tour operators. For Asia-Pacific sales that means long-haul, long-stay bookings. It's easy to cross-sell in-*

destination services such as transfers or experiences to these travelers and we are seeing very strong demand in Asia-Pacific. That's why we have worked very hard over the last year to increase our curated portfolio by around 15% and intend to continue expanding hard by seeking out the best providers and contracting them under exclusive terms and conditions."

The 2nd edition of MarketHub Asia is an invitation-only, three day event taking place from Tuesday 22 to Friday 25 October in Bali, with around 300 of Hotelbeds' most important partners from all the key source markets of Asia-Pacific and the Middle East.

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

Representatives from Skift, Phocuswright and Web in Travel are all participating in key-note speeches and panel sessions focused on the event's 'SHIFTING FUTURES' theme, exploring how the travel sector should react to changes and shifts in the industry in terms of key topics such as technology, the complexity of distribution, shifting consumer trends, payments and data.

For more information about the MarketHub Asia 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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