

Hotel partners of Hotelbeds globally now have access to over 15,300 B2B travel buyers across the Americas

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- Hotelbeds confirms that its hotel partners globally now have access to over 15,300 tour operator, airline, points redemption and travel agency clients contracted across the Americas.
- Total contracted clients account for approximately one quarter of the company's 60,000 B2B clients globally.
- Together the Americas - including North, Central and South America - is the 2nd largest source region globally for hotel partners distributing via Hotelbeds.

Orlando, FL 4th February 2020. [**Hotelbeds**](#), the world's leading bedbank, has provided an update to its hotel partners globally regarding the access it offers hotels to travel trade buyers in the Americas.

Hotelbeds can now confirm that the 180,000 hotel properties available in its platform globally now have access to over 15,300 B2B travel buying clients - such as tour operators, airline websites, points redemption & loyalty partners, and travel agency groups - in the Americas region, including North, Central, and South America.

Moreover, the region now accounts for around one quarter of the company's 60,000 B2B travel buyers globally.

B2B travel buying clients are attracted by the quality of Hotelbeds' portfolio of over 180,000 hotels (with around half of those directly contracted under exclusive terms), 24,000 transfer routes, 18,000 activities, and 500 car rental suppliers.

Collectively the Americas regions represent one of Hotelbeds' most thriving source markets for its hotel partners - overall taking 2nd place as the largest source region for hotel partners distributing via Hotelbeds.

Lauren Volcheff Atlass, Regional Director of Wholesale Sales Americas at Hotelbeds, commented "Our extensive client portfolio in the Americas source region truly brings incremental value to our hotel partners. We have been laser focused over the last few years on acquiring and growing clients that bring the most benefit to our hotels. We understand that to have the best offering to our clients, we must bring the most value to our suppliers.

"The number of tour operators, retail travel agents, airlines and points redemption partners in our portfolio continues to grow and our hotel partners are already benefiting from these additional buyers, that offer non-domestic and high-value guests that on average pay more, stay for longer, cancel less, spend more in destination and return more frequently."

"As more buyers come on board, we continue to secure exclusive agreements with many of these airline and point redemption clients either across their business, specific opaque channels or as marketing agreements that feature our partner hotels."

About Hotelbeds

Hotelbeds is the world's leading business-to-business Bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties 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 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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