

Hotelbeds deal expands Magnuson Hotels' access to 60,000 travel trade buyers

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- Hotelbeds provides Magnuson Hotels with access to world's largest distribution network of travel trade buyers, including 60,000+ tour operators, travel agents, airlines and points redemption schemes.
- Hotelbeds' clients will benefit from preferential rates and availability at Magnuson's global properties, including their Magnuson Grand, Magnuson Hotel, M Star Hotel, and an exclusive By Magnuson Worldwide collection brands.
- Agreement makes available Magnuson's hotels in both Hotelbeds' wholesale and retail distribution channels.

Palma, Spain, 20 October 2020 - [Hotelbeds](#), the world's leading bedbank, announces today a new strategic agreement with Magnuson Hotels, the fast growing global franchise alternative brand.

This agreement provides Magnuson Hotels with access to Hotelbeds' high-value distribution network of more than 60,000 travel trade buyers including tour operators, retail travel agents, airlines and loyalty programs across more than 140 source markets worldwide.

Hotelbeds' portfolio of travel buyers will offer Magnuson Hotels - when the full recovery begins - incremental, high value bookings from non-domestic markets that typically book further in advance, pay more per room, cancel less and spend more at the property.

At the same time, Hotelbeds' clients will gain access to preferential rates and availability from across Magnuson Hotels' portfolio including their Magnuson Grand, Magnuson Hotel, M Star Hotel, and an exclusive By Magnuson Worldwide collection brands.

As part of this agreement, Magnuson Hotels will distribute its hotel rooms through Hotelbeds' two main channels: its wholesale distribution channel that operates under the 'Hotelbeds' brand and its retail channel, Bedsonline, that exclusively caters to retail travel agents.

Mark Redmond, Head of Global Chains at Hotelbeds, commented: "We are delighted to partner with one of the biggest independent global chains in the world. With the travel restrictions easing off and the focus now shifting to 2021 bookings, our portfolio of 60,000 travel trade buying partners will allow Magnuson to access more non-domestic, high-value guests from across the world at profitable margins and focus on doing what they do best: providing guests with great value."

Thomas Magnuson, CEO at Magnuson Hotels, added: "Through the alliance with Hotelbeds we have access to a leading and strategically important B2B distribution network, including both wholesale and the equally important retail distribution worldwide through Bedsonline. While Magnuson has become a dominant force in serving non-leisure business segments, we look forward to working with Hotelbeds to grow our overall bookings even further via high-value reservations from non-domestic guests once international travel demand picks back up again."

About Hotelbeds

Hotelbeds is the world's leading 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 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 Magnuson Hotels:

Magnuson Hotels, headquartered in London UK and Spokane WA stands as a top 20 global chain. Founded in 2003, Magnuson Hotels gives independently minded hotel owners a way to achieve global brand support at a fraction of the cost of traditional franchise chains. In 2019, the company outperformed the USA STR RevPAR by 10X.

Hotelbeds Media Contact

PR, Media Relations & Corporate Affairs

Antonia Aguiló - a.aguilo@hotelbeds.com

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