

Hotelbeds increases distribution reach in Latin America with 'superApp' Rappi

Submitted by Antonia Aguilo on Wed, 02/12/2020 - 10:40

- The 180k hotels that work with Hotelbeds worldwide are now available to the millions of users of Rappi 'superApp' across Latin America – including Brazil, Colombia, and Mexico – and will be available in Argentina, Peru, Chile, Uruguay, Ecuador and Costa Rica in 2021.
- Rappi's clients gain access to Hotelbeds' extensive portfolio with exclusive rates and conditions from the best hotel properties globally.

Palma, Spain, 2nd December 2020 – [Hotelbeds](#), the world's leading bedbank, has entered into an agreement with Rappi, Latin America's first 'superApp' that recently announced the launch of its new vertical, Rappi Travel.

With this agreement, the 180,000 hotel properties working with Hotelbeds will now be available to millions of Rappi Travel users in Latin America, including: Brazil, Colombia, and Mexico, plus corporate travellers from its brand Travel 4Business – with users from Argentina, Peru, Chile, Uruguay, Ecuador and Costa Rica gaining access in 2021.

Thanks to this collaboration, Rappi's clients in Latin America gain access to Hotelbeds' extensive portfolio in 140 countries worldwide, that offers exclusive rates and conditions from the best hotel properties globally thanks to Hotelbeds' best-in-class contracting team worldwide.

As Latin America's first 'superApp', Rappi already has millions of users and the company's newly launched Rappi Travel vertical is a big step towards consolidation as the most relevant application in Latin America.

León Herce, Global Sales Director at Hotelbeds, said: "This agreement with Rappi is an important step in further strengthening our strategic position in Latin America via access to millions of users in the region.

"Rappi is the first 'superApp' in Latin America and as such is the perfect partner, fitting very well with our model of working with sales channels that provide access to guests that would otherwise be very hard for hotels to reach directly. At the same time, our 180,000 hotels worldwide benefit from this agreement by expanding their distribution reach in the important Latin American outbound market."

Guido Becher, Global Head of Rappi Travel, added: "We are pleased to gain access to Hotelbeds' extensive product portfolio worldwide. Our users in Brazil, Colombia, and Mexico, plus corporate travellers, are looking for a great variety of product and Hotelbeds' portfolio and exclusive offers are a great match for their needs.

"With the first signs of recovery in the market beginning to emerge it is even more essential to have access to the best available tools such as Hotelbeds' APItude, which for us is the fastest and lightest hotel distribution API in the market. The whole integration process has been easy, fast and intuitive – allowing us to integrate Hotelbeds' product portfolio easily."

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 25,000 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.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Instagram: @hotelbeds_official

Hotelbeds Media Contact

PR, Media Relations & Corporate Affairs

Antonia Aguiló – a.aguiló@hotelbeds.com

Thumb image

