

[Hotelbeds chooses Google Cloud to help fuel recovery](#)

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- Hotelbeds has chosen Google's cloud computing platform to help fuel the recovery of travel partners.
- Google Cloud will help Hotelbeds' API clients - including tour operators, retail travel agent chains, airlines and loyalty schemes - to reduce response times up to 7%, increasing sales conversion rates and bookings.

Palma, Spain, 9th February 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced a partnership with Google Cloud.

This has already resulted in Hotelbeds' API clients benefiting from a reduction in response times by up to 7%, helping to increase conversion rates.

Additionally, Hotelbeds' API Clients - tour operators, retail travel agent chains, airlines and point redemption schemes - benefit from increased flexibility, uptime and reliability due to the platform's auto-scaling architecture.

Meanwhile the 180,000 hotel properties that comprise Hotelbeds' portfolio benefit as their product is made available to travel trade buyers more quickly and reliably than ever before, thus increasing incremental bookings from non-domestic and high-value guests that the company typically provides.

Simon Matthews, CTO at Hotelbeds, said: "An ever faster response time is one of the most important metrics for our API partners - and indirectly for our hotel and ancillary supplier partners who benefit too - and we achieve this with reliable partners like Google Cloud, who offer us security, scalability and reliability on a global scale."

"Like many other travel tech companies our conversion to the cloud started with an initial technical push with a single cloud provider tightly coupled - and deliberately so - with our legacy on-premise infrastructure. We are now able to deploy our workloads at an incredibly efficient speed on Google Cloud, deploying infrastructure as code and platform as a service - and thereby helping fuel the recovery of our partners everywhere."

Isaac Hernández, Country Manager at Google Cloud Spain and Portugal, added: "We are very excited to announce our partnership with one of the leading travel technology companies at this key moment when it's imperative to help the industry recover from the impact of COVID-19. Just as managing bookings has become more operationally complex given the current situation, we are able to offer Hotelbeds and its partners a rapidly scalable solution that reduces costs and helps increase revenues by reducing that all important response time."

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.

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About Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions. We deliver enterprise-grade cloud solutions that leverage Google's cutting-edge technology to help companies operate more efficiently and adapt to changing needs, giving customers a foundation for the future. Customers in more than 150 countries turn to Google Cloud as their trusted partner to solve their most critical business problems.

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