

Hotelbeds confirms a new partnership with Room-Res.com to increase distribution reach in Australian market

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- Hotelbeds' portfolio of 180,000 hotel property partners will now enjoy exposure to more than 1,000 travel agencies in Australia via Room-Res.com
- Room-Res.com's travel agency customers will continue to benefit from access to exclusive rates and conditions worldwide.
- Integration of the full Hotelbeds product offering (Hotel, Transfers and Activities) into Room-Res.com's itinerary building capabilities position's travel agency partners to maximise share of wallet as borders open up.

Palma, Spain, 23rd February 2021 - [Hotelbeds](#), the world's leading bedbank, today has announced a new partnership with [Room-Res.com](#), a one-stop booking platform exclusively for travel agents to give them a competitive advantage.

Building on over four years of working together, the recently renewed partnership ensures that Room-Res.com's distribution to over 10,000+ travel agents in Australia and the US will enable continued access to Hotelbeds' extensive portfolio of 180,000 hotel properties in 140 countries worldwide - offering exclusive rates and conditions thanks to Hotelbeds' best-in-class worldwide contracting team.

Additionally, Room-Res.com will offer their agents access to Hotelbeds's 'Beyond The Bed' portfolio of ancillary products, comprising 25,000 transfer routes and 18,000 activities worldwide.

León Herce, Global Sales Director at Hotelbeds, said: "This agreement with Room-Res.com is an important step forward in further strengthening our strategic position in Australia. Room-Res is an established, prominent player and a trusted partner of key travel consortia and independent agencies - always innovating to offer the best solutions to its clients. Therefore, our 180,000 hotel properties and ancillary providers such as transfers and theme parks worldwide will benefit by expanding their distribution to new hard-to-reach and high-value clients from Australia that are known for their long-haul trips. "

Nic Bryant, Co-CEO at Room-Res.com added: "This renewed partnership will enable our continued access to Hotelbeds' portfolio worldwide and help us deliver our brand promise to 1,000's of travel agents to enable them to find and book the most profitable hotel stays, at market beating prices for their customers. Further, the Hotelbeds' depth of product and Beyond the Bed inventory of transfers and attractions complements our recently launched itinerary functionality that not only makes it easy for agents to build compelling and profitable packages that they can effortlessly book multiple times, but also makes it easy for them to create great looking, high converting online sales materials."

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 Room-Res.com

Since its launch in 2016, by offering net and commissionable online hotel rates [**Room-Res.com**](#) makes it easy for travel agents to compare actual cost and potential returns by giving immediate visibility into the market. With a current inventory of 500,000+ properties, [**Room-Res.com**](#)'s unique algorithms sort through a range of providers to offer travel agents the best value options for their chosen stay.

A business built on tech, our agent experience is underpinned by our renowned market leading agency support and personalised customer service for travel agent partners. The commitment to support travel agents is evidenced by its finalist position in the 2020 Travel Daily Awards for “Most Supportive Hotel Group/Accommodation Supplier”.

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