

# **Hotelbeds signs preferred partnership with House of Travel to increase distribution reach in the Pacific**

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- This new enhanced partnership will give Hotelbeds a prominent position on House of Travel's booking platform, Splash.
- With this deal, Hotelbeds will increase its retail distribution reach in New Zealand.
- The 180,000 hotel properties that work with Hotelbeds worldwide - many under special terms & conditions - will be available to House of Travel's network.

**Palma, Spain, 25<sup>th</sup> February 2021** - [Hotelbeds](#), the world's leading bedbank, has announced today a preferred deal with [House of Travel](#), the largest privately owned travel company in New Zealand and the third largest travel organisation in the Asia Pacific region.

This new enhanced partnership will give Hotelbeds a prominent position on House of Travel's booking platform, Splash, and enable it to increase its distribution reach in New Zealand, through House of Travel's retail network of 63 stores and points of presence.

In turn, House of Travel will gain full access to Hotelbeds' extensive portfolio of 180,000 hotel properties in 140 countries worldwide providing breadth and depth of range globally - many of which are contracted under special terms and conditions. In addition, House of Travel will also be able to offer its clients ancillary services from Beyond The Bed, a portfolio which comprises 25,000 transfer routes, 18,000 activities in more than 680 destinations, and 30,000 pick-up locations in 170 countries.

House of Travel joins Hotelbeds' existing portfolio of 60,000 travel trade buyers, who typically attract non-domestic travellers that book higher value properties further in advance, stay for longer, have lower cancellation rates and spend more at the property.

**León Herce, Global Sales Director at Hotelbeds, said:** "We are very excited to announce our preferred partnership with House of Travel, the largest privately owned travel company in New Zealand.

"By extending our reach across the 63 member agency network of House of Travel in New Zealand, and our preferred partner position on its retail booking platform 'Splash' we are extremely well equipped to take advantage of the pent up demand we know will be significant once international borders are open again. At the same time, our 180,000 hotels worldwide will benefit from this agreement by expanding their distribution reach in the important Pacific outbound market."

**Dave Fordyce, Product and Channel Director at House of Travel, added:** "We are pleased to cement our partnership with Hotelbeds and strengthen the relationship in preparation for a travel resurgence. As House of Travel's customer centric focus requires having access to a broad range of deals and hotels, we believe that Hotelbeds will continue to deliver and complement our expected demand in 2021 and beyond."

## **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.

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## **About House of Travel New Zealand**

House of Travel is committed to being an iconic New Zealand brand that all New Zealanders can be proud of. It is the largest New Zealand owned travel company and the largest privately-owned retail travel company in Australasia.

The House of Travel Group in New Zealand includes HOT retail, Orbit World Travel, HOT Product, HOT Holdings, Global Travel Network, Travel Advocates, Adventure Travel Wellington, and Discover Travel Christchurch.

House of Travel retail stores are located throughout New Zealand which are 50% owner-operated in a unique and successful partnership with House of Travel Holdings.

## **Hotelbeds Media Contact**

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