

[Hotelbeds signs partnership with Turespaña to attract high value US travellers](#)

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- This is the first time Hotelbeds and Spain's national tourism board, Turespaña, have signed a deal to work together.
- Spain has historically been Hotelbeds' top selling destination and this deal marks the start of what is being viewed as an exciting new partnership.
- The campaign will leverage Hotelbeds' leading position in the US outbound market to drive significant incremental volumes into Spain by focussing on four key elements - Green Spain, Andalusia, the Canaries and the Balearics, encouraging travellers to add the destinations to their bucket lists for when restrictions are lifted.

Palma, Spain, 3rd March 2021 - [Hotelbeds](#), the world's leading bedbank, has today announced its first ever partnership agreement with [Turespaña](#), Spain's national tourism board, designed to capitalise on Hotelbeds' leading position in the US outbound market to drive significant incremental volumes into Spain - historically its top selling destination worldwide.

In what is being seen as an incredible opportunity to create a dynamic partnership, the campaign will be targeted at US travel advisor partners that work with Hotelbeds' retail distribution brand, Bedsonline, and will promote four of Spain's most loved gems - Green Spain, Andalusia, the Canaries and the Balearics.

US travel advisors will receive a multitude of inspirational ideas, deals and promotions designed to encourage visitors to add Spanish destinations to their wish lists for when safe travel is possible.

Gareth Matthews, Global Marketing & Communications Director at Hotelbeds, said: "As a Spanish based company, it is an honour to partner with Turespaña. Spain has historically been Hotelbeds number one selling destination worldwide and our market leading position in the US outbound market ensures we are well positioned to capture significant incremental volumes from this high value market when the time is right. Working together with Turespaña represents an incredible opportunity that we are confident will be the start of a long term, fruitful partnership."

José Manuel de Juan, North America Director at Turespaña, said: "It is very important for us to reach out to the travel consultants and keep them both well informed and inspired so that they can offer Spain to their clients with the confidence that they are satisfying all their travel needs. And in the current circumstances, it is also important for us to show our support to all the members of the travel community.

"Our partnership with Hotelbeds will give us a very efficient way to do that as well as a help to inspire and encourage travel planning, as we wait for the moment to go back to Spain."

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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