

# [Hotelbeds signs strategic agreement with global leading hospitality chain, Banyan Tree Group](#)

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- Agreement will provide Hotelbeds' clients with access to a wide range of exclusive offers at Banyan Tree Group's properties worldwide.
- In return, Banyan Tree Group will gain full access to Hotelbeds' network of 60,000 travel trade buyers in over 140 source markets worldwide.

**Palma, Spain, 15th April 2021** - [Hotelbeds](#), the world's leading bedbank, has today announced a strategic partnership with [Banyan Tree Group](#), one of the world's leading independent, multi-branded hospitality groups.

With this agreement, Hotelbeds has secured exclusive offers and privileges for its customers at Banyan Tree Group's 48 hotels across 22 countries.

Banyan Tree Group operates five award-winning brands: Banyan Tree - an all-villa concept with understated luxury; Angsana - amazing destination playgrounds for families and meeting groups; Cassia - designed with the independent travellers in mind, a niche between hotel and apartments; Dhawa - contemporary casual and design-savvy hotels; and Laguna - featuring the Group's three integrated destination resorts for dream holiday getaways in Thailand (Phuket), Indonesia (Bintan) and Vietnam (Lang Co).

This new partnership will provide Banyan Tree Group with access to Hotelbeds' 60,000 travel trade buyers based in more than 140 source markets worldwide, that includes high value channels such as travel agents, tour operators, airlines and points redemption programmes.

With this strategic partnership, and in anticipation of the resumption of safe travel, Banyan Tree Group will benefit from expanding its customer reach, while giving Hotelbeds' customers access to exclusive rates designed to inspire travel and help fuel the industry's recovery.

**Jorge Cortés, Global Sourcing Director at Hotelbeds said:** "Banyan Tree Group is one of our key partners with amazing properties in top destinations worldwide. Thanks to an exceptional business relationship, we are looking to increase our business with them and in turn, provide our global travel trade buyers the opportunity to book and experience its amazing hotels once safe travel resumes."

**Bobby Ong, Vice President, Head of Growth from Banyan Tree Group said:** "Hotelbeds is well-established in the hospitality industry with its extensive network. This strategic partnership highlights the collaboration of two forward-looking industry brands. With wellbeing and sustainability at our core, our Group's multi-brand portfolio will cater to discerning customers with different needs for travel post-Covid. With this partnership, we are pleased to strength our global reach to travel trade buyers and welcome more international travellers to our awe-inspiring destinations around the world."

## **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 Banyan Tree Holdings Limited**

Banyan Tree Holdings Limited (“Banyan Tree” or the “Group”) is one of the world’s leading independent, multi-branded hospitality groups. The Group’s diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centered on five award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional design-led experiences for global travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 8000 associates across 22 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group’s goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Holdings has received 2,759 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group’s efforts to the UN Sustainable Development Goals.

Executing on its regionalised growth strategy, the Group’s global footprint continues to grow with 35 new hotels and resorts under design and construction in the pipeline, in addition to 48 operating hotels in 13 countries as of 31 December 2020.

Banyan Tree Holdings entered a strategic long-term partnership with Accor in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to Accor's global reservations and sales network, as well as the loyalty programme ALL - Accor Live Limitless. It also formed a joint venture with China Vanke Co. Ltd. in 2017 - focusing on active ageing and wellness hospitality projects.

[www.banyantree.com](http://www.banyantree.com) [www.angsana.com](http://www.angsana.com) [www.cassia.com](http://www.cassia.com) [www.dhawa.com](http://www.dhawa.com) [www.lagunaphuket.com](http://www.lagunaphuket.com)

## **Hotelbeds Media Contact**

PR & Media Relations

Jane Astle - [j.astle@hotelbeds.com](mailto:j.astle@hotelbeds.com)

## **Banyan Tree Group Media Contact**

Assistant Vice President, Corporate Communications

Renee Lim - [renee.lim@banyantree.com](mailto:renee.lim@banyantree.com)

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