

# Hotelbeds launches its most powerful tool to date, The Compass Pro

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**Palma, Spain, 1<sup>st</sup> December 2021** – Following last year's launch of its award-winning tool, The Compass for web clients, Hotelbeds has today revealed its most advanced tool to date, The Compass Pro, for API clients - a ground-breaking industry tool to help travel consultants tap into market trends and demand, while providing them with a unique insight, all in one place.

"Through a new web-based client portal embedded in Hotelbeds.com, our API clients will have access to personalised and granular information based on cutting-edge algorithms that are tailored to their business model and distribution strategy and ultimately designed to give them a real competitive advantage" says **León Herce, Core Commercial Director at Hotelbeds**.

Knowing that information is power, The Compass Pro has been designed to provide tailored data and information for Hotelbeds' clients, and to help them grow their business in three main ways:

- **Bespoke data & intel.** The Compass Pro is a powerful, web-based portal that puts Hotelbeds' clients in full control of their opportunities by converting complex data into easily understandable results. Travel agents can quickly see which properties will deliver an uplift in roomnight production, identify opportunities by type & market (e.g., not mapped, inactive, etc.), which can easily be tracked, dismissed, or saved for later.
- **Actionable insights.** With the data provided, clients check the progress of each opportunity and roomnight growth in real-time. Using visual dashboards, they can produce detailed reports to instantly evaluate the impact their actions have on their opportunities.
- **Supporting growth.** By empowering travel buyers with a data-driven tool, Hotelbeds is sharing the best data and market information directly with its clients, so they can discover the full potential of travel agents working with Hotelbeds.

**León Herce** adds: "We have been working on The Compass Pro for quite a long time to ensure it is the very best product for our clients and so we are excited to make it live now. We have taken the technology to the next level and we're delighted that our clients are loving it and taking full advantage of all the powerful features it includes."

## **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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