

# **Hotelbeds welcomes Bertrand Sava as new General Manager for Retail business**

Submitted by clatruiyols on Mon, 07/03/2022 - 15:43

**Palma, Spain, 7<sup>th</sup> March 2022** – As the world of travel begins to bounce-back, [Hotelbeds](#) is delighted to announce the appointment of Bertrand Sava as its new General Manager for the Retail arm of the business.

The appointment signals Hotelbeds' intention to take its already successful retail business to the next level, building on the developments it has made over the past two years in terms of becoming more digitally focused, more customized and more local, providing highly tailored products and services to its network of more than 60,000 travel trade buyers.

French national Bertrand joins the bedbank from one of the payment industry leaders, Worldline Global, and brings with him extensive experience in the technology and services industries.

Announcing the appointment, **Chief Commercial Officer for Hotelbeds, and its retail brand Bedsonline, Carlos Muñoz, said:** "Bertrand joins us at a pivotal time as we move ahead very purposefully with our plans to take the retail part of our business to the next level, using the expertise of our teams on the ground to deliver highly customized and digitally focused products and services to our clients.

"Having Bertrand, together with a dedicated team behind our plans for Retail, is great news not only for our clients but also for our hotelier partners who will benefit strongly as a result of the momentum we will build with this new phase."

**Bertrand added:** "I feel grateful and very excited by this new challenge. After more than two years of the pandemic, the travel industry is at a tipping point and there's no better way to be part of this new world of travel than by joining one of its leading players.

"With a portfolio of more than 300,000 hotels, a fantastic ancillary offering and with the passion of the Hotelbeds and Bedsonline teams on the ground, I am looking forward to moving strongly in this segment at a time when the pent-up demand for travel is so evident to see."

## **About Hotelbeds**

Hotelbeds is the world's leading bedbank, providing over 300,000 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 transfer routes worldwide 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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