

Hotelbeds reaffirms its commitment to Türkiye

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Palma, Spain, 16 June 2022 – [Hotelbeds](#) has recently announced strong demand for Türkiye. In the last 4 weeks, the volume of bookings has doubled compared to the same period in 2019, bringing more than one million international visitors to the country in 2022.

To celebrate this success and to reinforce the company's commitment to Türkiye, Hotelbeds CEO Nicolas Huss – accompanied by CCO Carlos Muñoz, Commercial Director Jorge Cortés and Regional Sourcing Director Jaime Amengual – visited the country at the beginning of June. During their stay, they were able to organise key strategic meetings with the Turkish Minister of Tourism and Culture and the leaders of the TGA (Türkiye Tourism Promotion and Development Agency), as well as with the Hotel Association of Türkiye (TÜROB) and several hotel partners.

Hotelbeds CEO Nicolas Huss said: "It was a great honor to be received by the Minister of Tourism and Culture, Mr. Mehmet Nuri Ersoy and the TGA. We are very grateful for the opportunity to speak about our full commitment to the development of the destination and our plans for growth in the coming years. It was great to discuss the future of sustainability in travel as we explored different ways of collaboration.

"We are also really pleased with the meeting we had with Ms. Müberra Eresin, President of TÜROB, and her team, where we were able to talk about Hotelbeds' plans in Türkiye as we continue to grow together. At another meeting with AKTOB President Erkan Yağcı and his team, we were able to exchange valuable information about Antalya's Trends in Tourism."

Nicolas accepted the invitation of AKTOB President Erkan Yağcı to be the keynote speaker at the 12th Resort Tourism Congress in Antalya in November. He said: "I am looking forward to participating in the Resort Congress and seeing all our Turkish suppliers again very soon."

While Hotelbeds' senior leadership team was in the country, and together with the local team led by Country Manager Arzu Harley, the company held two valuable events with hoteliers in Antalya and Istanbul.

Carlos Muñoz, Chief Commercial Officer at Hotelbeds said: "We are thrilled to be able to meet face to face with hoteliers again and are very happy with the response we have received. At the Antalya event at the Nirvana Cosmopolitan Hotel, part of the KILIT Hospitality Group – Türkiye's biggest leisure hotel chain, operating Nirvana and Crystal brands and Hotelbeds' longstanding partner – over 200 people attended. These opportunities to get together with our suppliers are essential to reconnect and listen to their needs firsthand so that we can provide them with the best possible service."

About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 300,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates– 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.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering worldwide coverage of transfer routes and 18,000 activities, as well as experiences and car rental suppliers. 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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