

# **Hotelbeds announces new collaboration agreement with Bahia Principe Hotels & Resorts**

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**Palma, Spain, 14 December 2023**–[Hotelbeds](#), part of HBX Group, has unveiled its latest contractual collaboration, joining forces with Bahia Principe Hotels & Resorts. The agreement expands the Bahia Principe brand's presence in the Caribbean and Spain, thanks to Hotelbeds' distribution reach in more than 170 markets, serving over 71,000 travel buyers.

Adding 24 Bahia Principe hotels in four countries (Mexico, Jamaica, Dominican Republic, and Spain) to Hotelbeds' preferred portfolio, travel agents will enjoy access to a wide range of accommodation options, including beach getaways and all-inclusive resorts.

Carlos Muñoz, Chief Commercial Officer of HBX Group, said: "Bahia Principe shares our commitment to innovation, sustainability and offering travellers unparalleled choices and experiences. This partnership enriches our extensive portfolio of hotels, allowing us to offer customers an even wider range of choices. We look forward to the positive impact this collaboration will have on our companies."

Lluïsa Salord, SVP Global Sales, Contracting and Distribution Grupo at Bahia Principe, said: "This consolidation of our existing agreements between both companies will allow us to raise the strength and growth achieved through our joint continuous effort."

Bahia Principe Hotels & Resorts, known for its commitment to innovation and sustainable growth, has embarked on a five-year strategic plan, emphasising continual asset renewal and technological advancements. As part of this initiative, the company is investing in comprehensive renovations, including the remarkable 30-million-euro refurbishment of the Bahia Principe Luxury Esmeralda, set to open this month.

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## **About Hotelbeds**

Hotelbeds, part of HBX Group, are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serve as a catalyst for B2B travel players aiming to unlock their full potential.

## **About Bahia Principe Hotels & Resorts**

Grupo Piñero's Bahia Principe hotel chain has a presence in the Dominican Republic, where it is the market leader in terms of the number of hotel beds, as well as the Riviera Maya (Mexico), Jamaica and Spain (in the Canaries and Balearic Islands). Year after year, the Bahia Principe hotels receive a large part of the most prestigious international awards for quality that are given in the vacation industry. Alongside its high-end hotel facilities, the Piñero family's company also manages two large luxury home resorts: Playa Nueva Romana Residences & Golf (Dominican Republic) and Bahia Principe Riviera Maya Residences & Golf (Mexico). The company has also developed other lines of business in the tourism industry, the most notable of which include the tour operator business (Soltour and BP-USA Travel) and a destination management company (Coming2).

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