

Hotelbeds launches new U.S. gaming team

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Palma, Spain, 18 January 2024–[Hotelbeds](#), part of HBX Group, has formed a new team in the U.S. focused on casino hotels. With more than 300 such properties across the country, the group aims to offer strategies and solutions tailored to the iconic gaming hubs of Las Vegas, Atlantic City, Reno, Lake Tahoe and Biloxi.

“We are always striving to be the partner of choice and forming this new team not only enables us to support casino hotels’ reach through data-led insights on traveller demographics but also attract customers from new source markets around the world when gaming hotels need the business,” said Lauren Atlass, Hotelbeds’ Vice President for North America. “Partnering with some of the most prominent gaming hotels in the U.S. also expands our offering within the leisure industry growing our portfolio helping us to meet the needs of even more travellers.”

As the entertainment capital of the world, Las Vegas and the country’s other gaming hubs attract both domestic and international travellers, keen to experience all the cities have to offer. According to the American Gaming Association, the economic impact the U.S. casino gaming industry is more than \$261 billion, while it also supports 1.8 million jobs.

To further support this new business sector, Hotelbeds has appointed Gianna Rivera as Head of Strategic Partnerships for North America. Gianna brings a wealth of industry experience and expertise to the role, having served as Group Vice President of Distribution & Connectivity at Wyndham Hotels & Resorts and as Deputy Vice President in Sales at Accor Hospitality. She is also a HEDNA board member.

Hotelbeds will use its extensive booking data gained from its 195 global markets to assist its hotel partners in more effectively targeting the right customer helping both the properties and also travel advisors grow their businesses. In addition to its new range of U.S. casino hotels, Hotelbeds also offers tailored ancillary services, including car rental, global transfers and experiences across the country.

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About Hotelbeds

Hotelbeds is the leading B2B TravelTech online distributor for wholesalers, suppliers and destinations. As part of HBX Group, Hotelbeds connects more than 300,000 travel products – including accommodation, payment solutions, mobility services and experiences – to local and global brands, empowering their partners to satisfy the growing needs of the end traveller. Suppliers in more than 170 countries are granted seamless access to travel distributors and travellers across 190+ source markets, including those the most hard-to-reach segments. This is achieved by always-

on cloud-based technology platforms, while this fast, simple access is further strengthened by a global support team. Visit hotelbeds.com to learn more.

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