

[Hotelbeds signs a strategic partnership with Palladium Hotel Group](#)

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Palma, Spain, 30 May 2024 -[Hotelbeds](#) has formalised a new strategic partnership with Palladium Hotel Group to enhance the distribution of their properties across Europe.

This strategic partnership will provide travel professionals with access to a curated selection of Palladium Hotel Group most sought-after accommodations, ensuring exceptional experiences for travellers in Europe.

Under this strategic partnership, Hotelbeds will offer its B2B clients a portfolio of properties across Europe, including iconic destinations such as the Costa del Sol, Ibiza, Menorca, Sicily and Tenerife.

“This agreement with Palladium Hotel Group marks a significant milestone in our continuing partnership” said **Carlos Muñoz, Chief Commercial Officer at HBX Group**. “We are proud to deepen our relationship with them and enhance our commitment to delivering exceptional value and service to our B2B clients and their customers.”

“We are deeply satisfied to continue our long-standing partnership with HBX Group. This new agreement represents an exciting opportunity to take this relationship to the next level and generate additional value for our hotels across Europe”, **stated Rafa Rubi, Regional Sales & MKT Sr. Director EMEA+A at Palladium Hotel Group**.

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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.

About Palladium Hotel Group

Palladium Hotel Group is a Spanish hotel chain with over 50 years of experience, owned by Grupo Empresas Matutes (GEM). The group operates more than 40 hotels and over 13,000 rooms and residences, distributed amongst eight countries: Spain, Mexico, Dominican Republic, Jamaica, Italy, Brazil, the USA and the United Arab Emirates, and manages nine brands: TRS Hotels, Grand Palladium Hotels & Resorts, Palladium Hotels, Fiesta Hotels & Resorts, Ushuaïa Unexpected Hotels & Residences, Only YOU Hotels, BLESS Collection Hotels, the Hard Rock Hotels Brand under license with three hotels in Ibiza Tenerife and Marbella and the ephemera brand 45 Times Square Hotel. Palladium Hotel Group is characterized by its philosophy of attention to its team and to offering its clients high quality products and services. www.palladiumhotelgroup.com

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