



hotelbeds
Part of HBX Group

A GUIDE TO
HOTELBEDS'
**BEST PRODUCTS
AND SERVICES
FOR HOTELS**

Elevate your property with
our premier solutions carefully
designed for properties like yours

BEST PRODUCTS

INSIDE



INSIDE THIS GUIDE

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INTRO



AN INTRODUCTION TO **HOTELBEDS** PART OF HBX GROUP

HBX Group is the result of Hotelbeds Group's evolution into an **ecosystem player in the world of travel**. By combining the four pillars of the company:



Technology



Data



Product



People

HBX Group is best positioned to support its customers and partners by offering the full range of travel products, including mobility and experiences, and selling them as a single package.

As part of HBX Group, our brands are a key part of our mission to connect the global travel ecosystem, and to empower choice for partners and travellers around the world. In particular, **Hotelbeds** serves the specific needs of hoteliers, tour operators, airlines and online travel agencies.

In this guide, we'll present you the **wide range of solutions** offered to hotels, regardless of their type and size.

HOW HOTELBEDS HELPS HOTELIERS IN THEIR DISTRIBUTION EFFORTS



By joining Hotelbeds, you will be able to create your property profile, which will appear on an award-winning Booking Engine, accessible to more than **66,000 travel distributors** around the globe.

This figure includes **60,000+** travel agencies, **4,500+** tour operators, and **1,260+** airlines, affiliates and more.



Hotelbeds is **compatible** with most channel manager options. In fact, we have agreements with **200+ channel managers**.



We have a global reach and are present in **190+ source markets**.



As for the commission structure, there are no hidden costs.

We establish a **fair percentage** that depends on your property's characteristics and the market you operate in. But we assure you that you'll always know it in advance.



We don't interfere with your direct channel. In contrast to OTAs, **Hotelbeds distributes directly to travel agencies and other wholesalers** in the industry. We focus on the B2B arena.



We ensure that travel agencies and other wholesalers in relevant regions get to know you and **include you in their travel packages**.

Simply tell us which markets you are interested in entering, and **we'll connect you with agencies** that operate in the market.

HOTELBEDS IN NUMBERS



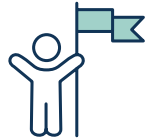
66,000+
travel distributors



60,000+
travel agencies



100,000+
individual bookers



4,500+
tour operators



1,260+
airlines, affiliates,
and others



200,000+
properties in our
portfolio worldwide



870+
wholesalers



80,000+
bookings per day



3,700+
employees

Some of our strategic partners

Airlines:

British Airways, EasyJet,
Norwegian, American
Airlines, Air Canada,
LATAM Airlines

Tour Operators:

TUI, TravelSense,
The Lotus Group,
Rocketmiles,
HanaTour

Travel Agents:

Viajes El Corte Inglés,
Hays Travel, Carrefour,
Selectour

Loyalty, Employee & Points Plans:

American Express
Travel, Travel Club, Avios,
BiWorldwide

These are just some of the benefits of joining Hotelbeds if you're a hotelier. Read on, and we'll tell you more about the different products and services you'll have access to once you register.

SERVICES



AN OVERVIEW OF
OUR BEST
**PRODUCTS
& SERVICES**
FOR HOTELS

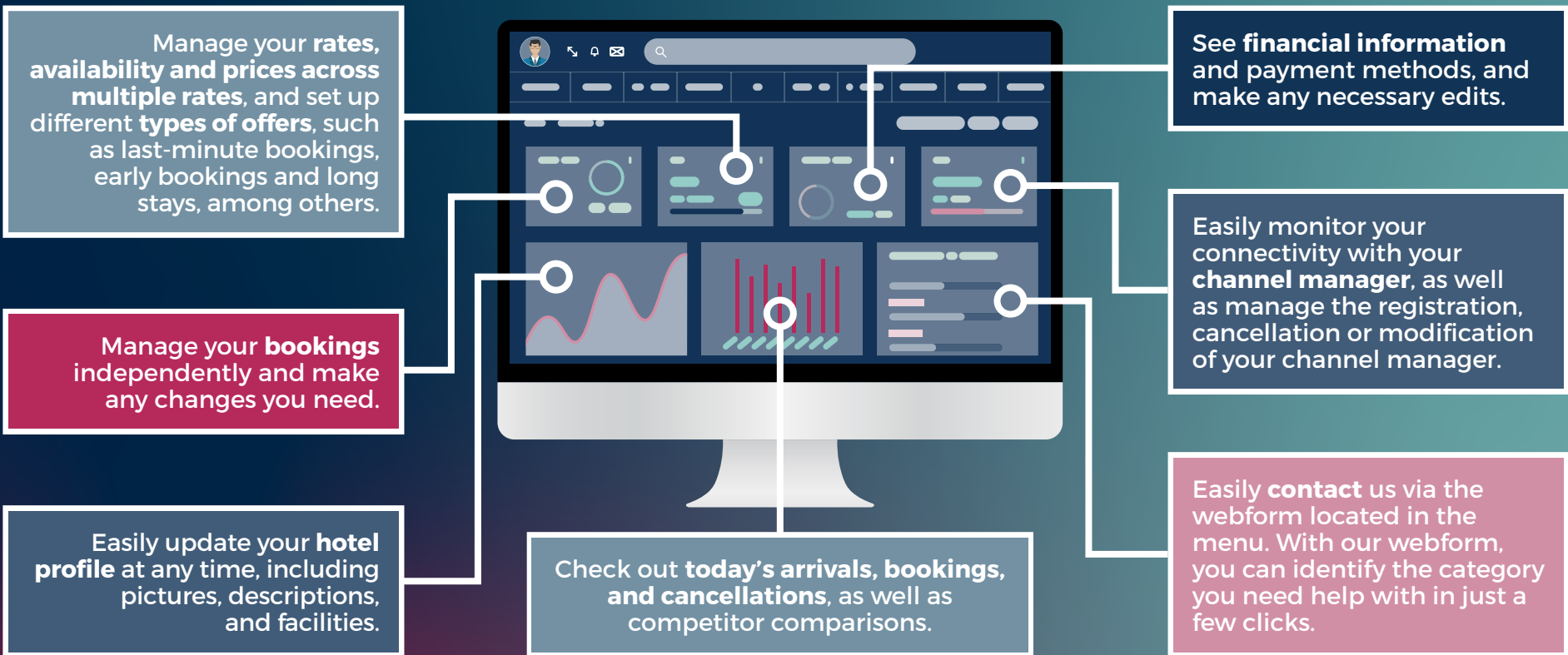
Joining Hotelbeds means having the opportunity to **access the best tools** to increase your occupancy and revenue. Some of them will be included in your contract with us, and others will be available upon request to help you improve and achieve your specific goals.

Have a look at our **best products and services aimed exclusively at hotels**, regardless of their type and size, to get the most out of your Hotelbeds contract.

PARTNER EXTRANET

The **Partner Extranet** is our **online platform** designed to help you **easily manage your hotel distribution**. Once you've joined Hotelbeds, you'll be given **free access** to it. As a result, you'll be able to manage your inventory and property details in real-time, and will help you increase your exposure and maximise your revenue.

Our Partner Extranet is an all-in-one tool with many features, allowing you to:



REGISTER

Moreover, hotels are able to participate in **3 promotions every month** that are only available on the Extranet's platform.

These promotions are designed **based on customer** behaviour, and will help hoteliers on their individual needs.

Many variables are taken into account to create them, such as dates when demand is high in the main markets, and offers that perform best at different times of the year (such as early bookings and long-stays). **Hotels active on Partner Extranet are eligible for these monthly promotions**, which will be communicated within the first 15 days of each month.

Apart from this, if you have any questions about how it works and would like to make the most of our extranet, don't forget to [visit our Help Centre](#).

What our clients say about it

'I'm very happy with your Partner Extranet. Compared to other extranets I use, yours is a step ahead. There is a functionality that I find very easy to use, which is the tabulator for editing availability and prices. On other platforms, I can't tabulate when I want to upload rates.'

- Lucas Zori
Owner of Hostal Aravaca Garden



**GET ACCESS TO
THE PARTNER
EXTRANET IN
A MATTER
OF DAYS**

**CLICK TO REGISTER
YOUR PROPERTY TODAY**

**AND START
LEVERAGING ALL OUR
HOTELIER OFFERING**

MARKETING CAMPAIGNS

Every year, at Hotelbeds we run several **global and regional campaigns** to give you access to a wide range of retail and wholesale customers worldwide that are not accessible through traditional B2C channels.

Some examples of campaigns include New Year, Black Friday, Early Booking Summer, long-haul campaigns, and other campaigns to promote specific territories, such as China.

Our global campaigns have already generated the following results for hotels:

In New Year Sales '23, participating hotels performed

33% better

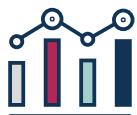
than those who didn't participate on average.

In Holiday Offers '23, participating hotels performed

34% better

than non-participating hotels on average.

WHAT SHOULD YOU KNOW ABOUT THESE CAMPAIGNS?



WHAT THE MARKETING CAMPAIGNS ARE

Thanks to the information gathered by our **algorithms and our regional teams**, we know what type of hotel, destination and offer to provide to each type of traveller. With all this information, we create campaigns to optimise your visibility and reach the right customers for you.



WHO CAN BENEFIT FROM OUR CAMPAIGNS

Our campaigns are open to all properties, as long as they **adhere to the conditions of each campaign**, which are based on the information provided by the algorithm. The more you adapt your offer to the required conditions, the more visibility you'll receive across our channels, such as landing pages, emails, etc.



QUARTERLY CAMPAIGNS

Every quarter, **we'll communicate to you all the campaigns** we'll run at a global and regional level, and how you can join them. This way, you'll be able to plan and organise yourself in advance to participate in the campaigns which suit you best. Each campaign is adapted to the region where your business is located.



COMMUNICATION CHANNELS

Clients will have visibility of your property through communications on **landing pages; banners** in the Bedsonline Booking Engine and in the private part of Hotelbeds' client channels; **sales emails and newsletters**; social media, among other channels. Campaigns are carried out in many different languages and promoted in more than 190 countries.



ALWAYS INFORMED

At the end of each campaign, you'll receive an **email with the results**. A comparison will be provided between hotels that participated in the campaign and those that didn't, in the same category, area, and time period. By doing this, you'll be able to determine how your property has performed compared to non-participating hotels.



MARKETING SOLUTIONS

Discover our full range of **hotel marketing solutions** designed to increase your visibility and relevance in our B2B marketplace.

We have several options depending on your needs and goals: Star Collection Programme, **Star Brochure**, **New Hotel Programme**, **Booster Packs** and **A la Carte**. Read on to find out what each product entails and how they can benefit your business.

MARKETING

STAR COLLECTION PROGRAMME

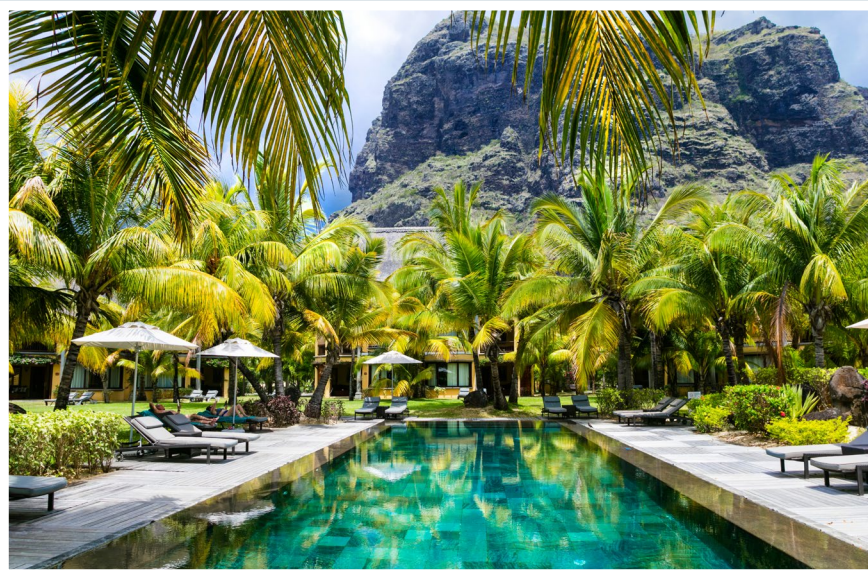
Being a member of the Star Collection Programme is like having a **VIP pass**. It gives hotel partners access to numerous benefits, including **prioritised ranking** on the Booking Engine.



There are **4 sponsorship levels**, which give you access to different channels, materials and markets. With the Star Collection Programme, you have access to a suite of benefits that will give your property maximum exposure in the highly competitive B2B market.

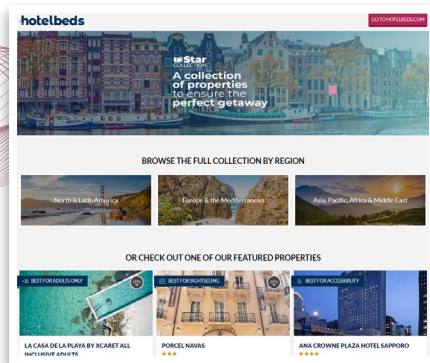


Individual hotels, regardless of their size, keen to access new markets, increase bookings and grow their business. Space on the programme is limited. To join, **choose your sponsorship level** and **contact your Hotelbeds representative to get started**.



STAR COLLECTION PROGRAMME

MAIN FEATURES YOU CAN'T MISS:



HOTEL EXPOSURE

You'll be listed in the **Star Collection Microsite**, which is available in **7 local languages** and in all **12 flagship markets**. This website is seen by thousands of travel agents and bookers daily, and promoted all year round through our channels, including email campaigns, social media campaigns, events, among others.



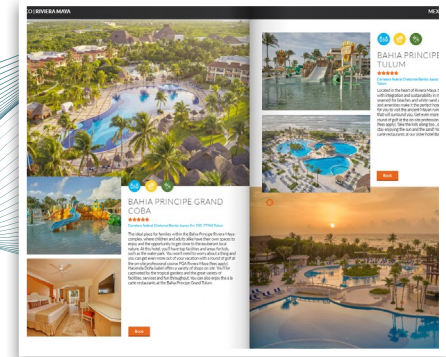
HOTEL VISIBILITY BOOST

We'll place you **higher on the booking platform ranking**, you'll have the chance to get an **enhanced API Mapping** to ensure your property is optimised and displayed correctly, and you'll get a dedicated hotel placement in Hotelbeds' and Bedsonline's **login and home pages**, banners across our booking engines and more.



TRAINING & INTELLIGENCE

You'll have access to **emerging markets training**. Besides, you'll also receive a **monthly Star Collection Programme report** and HBX updates to know what's new at HBX group.



ADDITIONAL EXPOSURE

You'll get **awesome discounts** on the Star Brochures, as well discounted rates to join our events, including the **MarketHub**, among others.

STAR BROCHURE

Awarded by the prestigious **Silver Magellan Award 2023**, our Star Brochure has been recognised as a valuable marketing tool with **customisable, high-quality marketing materials** to better meet the needs of both travel agents and hoteliers.



Every year, there's a new brochure available. As an engaging **digital travel brochure**, it showcases properties with dynamic content, allows travel agents to **create their own marketing materials** based on the property portfolio, and offers a **direct sales channel** to our portfolio to seamlessly drive more bookings. It's easily shareable for travel agents, to ensure exposure and maximise revenue.



All hotels that want to increase their exposure and reach to **English and Spanish-speaking** retail and wholesale travel.



WHAT OUR CLIENTS THINK ABOUT IT:

Kaanapali Beach Hotel' & 'The Plantation Inn:

'Our hotel listings are excellent, and the digital brochure is easy to navigate.'

Burasari Phuket & Island Escape by Burasari:

'Thank you for our partnership and recognition. We are proud of our listing.'

Deevana Hotels & Resorts:

'Glorious brochure, we are so glad to be in this wonderful brochure and thank you for your support.'

STAR BROCHURE

MAIN FEATURES YOU CAN'T MISS:



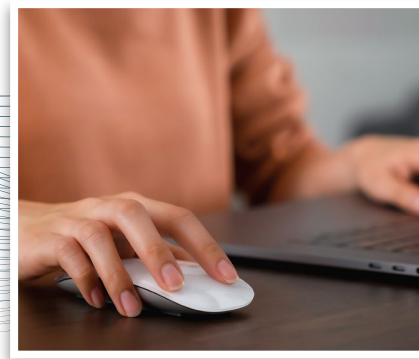
ADVERTISING SPACES AVAILABLE

You'll have a wide range of available advertising spaces, depending on your needs and circumstances. You'll be displayed in a dynamic, engaging way through **images, videos, articles or advertorials**, among other content formats.



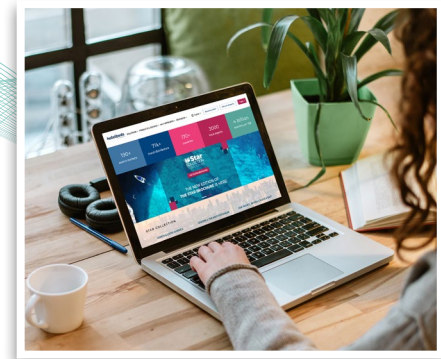
FULLY CUSTOMISABLE

Travel agents will be able to **create their own brochures** with the information provided by your hotel. These brochures will be **shared with the end customers**.



EASIER TO GET BOOKINGS

Direct booking buttons available, which streamline the booking process and help to significantly boost your occupancy.



COMMUNICATION CHANNELS

We actively promote the brochures with prime placements on **our website** and booking platform via **banners**, as well as tailored **social media** and **email campaigns**.

NEW HOTEL PACK



The New Hotel Pack is a digital marketing programme designed exclusively for **new or newly opening hotels**. The 'New Hotels' section is **promoted across all digital platforms**: login banners, banners in booking engine homepage, banners in the public website, social media posts, banners in our monthly client newsletters and direct emails to our sales community.

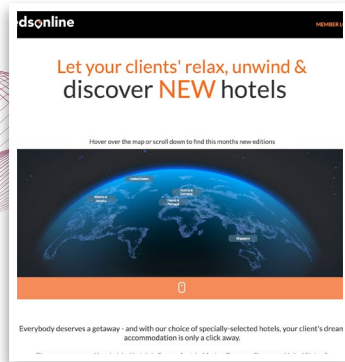


Hotels that are **opening for the first time, re-opening** after major refurbishment or **new to the Hotelbeds portfolio**. This is the best product for them if they are looking for a positioning and exposure campaign for the opening period (up to a maximum of 3 months) on a tight budget.

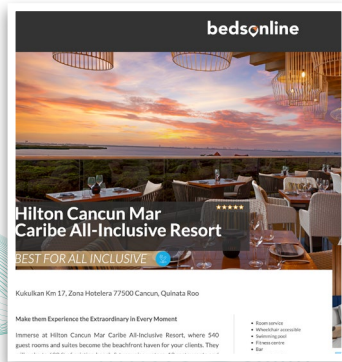


NEW HOTEL PACK

MAIN FEATURES YOU CAN'T MISS:



Advertising slot in the New Hotels section of bedsonline.com



Dedicated landing page with images and descriptions (hotel's choice).



Direct booking buttons on the hotel's page, providing a fast and direct way for travel agents to find and book the property.



Exposure in our major markets, with the option of including other markets as an add-on.



Your property will be promoted in **exclusive spaces** for up to 3 months, targeted at the following high volume markets:

- UK & Ireland
- USA & Canada
- India
- Middle East & Africa
- Australia, New Zealand & rest of Asia

A LA CARTE

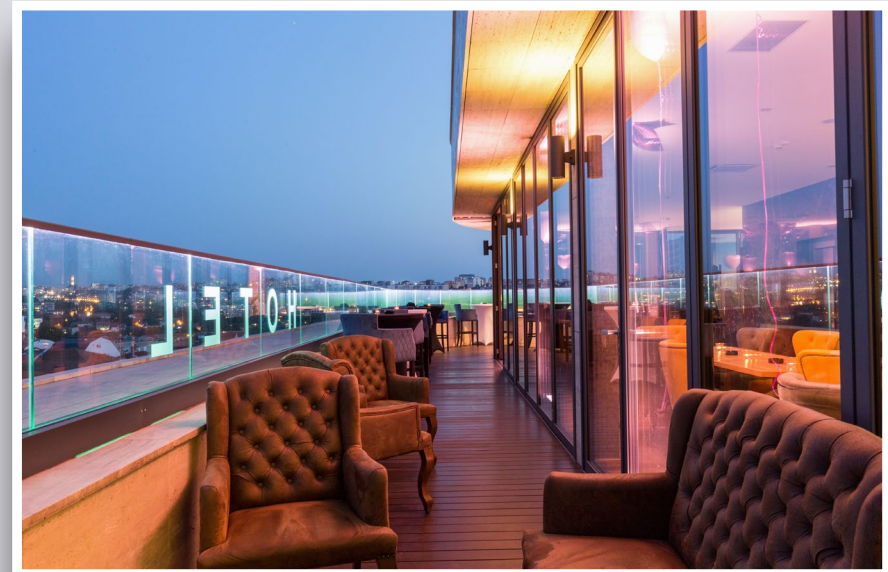
A la Carte is a hotel marketing product designed exclusively for hotel chains that offers a **pick & mix selection of the best marketing suite products**.



You'll be able to create a **personalised package of marketing products** that best suit your needs, all of which are designed to optimise your business potential. You'll create your own personalised campaign choosing and combining the products that best work for you.

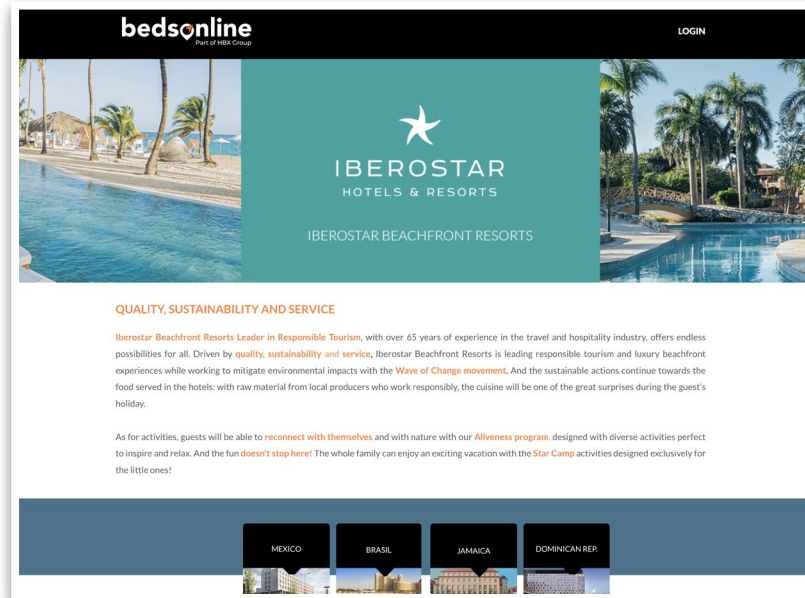


Chains and clusters that have specific needs, such as tactic campaigns or brand awareness; **have any kind of budget**, since it's completely customisable, or want visibility in very specific HB or BOL spaces, among others.



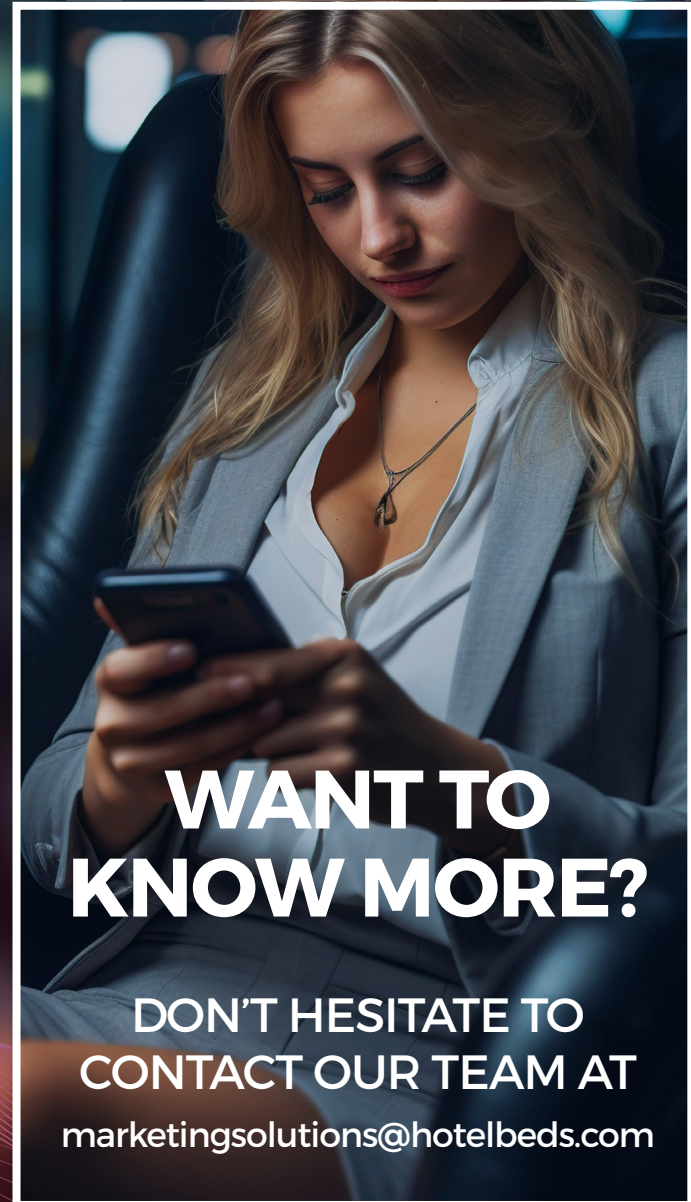
A LA CARTE

MAIN FEATURES YOU CAN'T MISS:



With A la Carte, you can combine **different marketing products** including Star Brochure, Star Collection Programme, New Hotel Pack, Booster Packs (which are pre-made, ready-to-go packs with a selection of our best exposure spots) and other visibility add-ons, like a dedicated hotel landing page, banners on the Booking Engine and other platforms. **You decide what you want** based on your needs and goals.

MORE



WANT TO KNOW MORE?

DON'T HESITATE TO
CONTACT OUR TEAM AT
marketingsolutions@hotelbeds.com

STRATEGIC PARTNER AGREEMENT PROGRAMME

With our Strategic Partner Agreement (SPA) Programme, your hotel will **gain recognition above the other hotels** in our portfolio among our customers, sales representatives, etc. **Only 5%** of our portfolio is part of this exclusive group, and 95% of those partners renew the contract for two or more years.



This is an exclusive offering that allows us to **work with you more closely**. With the SPA, you can earn **up to 3x more incremental revenue**, gain more exposure in long-haul markets (who spend more and cancel less) and have priority positioning on our websites, tools and algorithms, among many other benefits.

By being part of the SPA programme, you get a significant advantage, making your property more attractive to potential clients and conveying the message that you are a **'loyal' property**. As a result, you'll be **more visible in the portfolio**, as well as in other spaces such as **Salesforce**, in order to stand out more effectively.



While the programme is open to everyone, it's particularly recommended for **independent hotels, chains, and small and medium-sized clusters** It will work great for those hotels having distribution needs, particularly in the long-haul markets.

HOW TO JOIN

Applicants must undergo an **approval and audit process** prior to joining the program. This way, your customers will have more confidence in your offering and have a greater reason to trust you. You'll also receive more promotion from our sales team since they'll recognise you as a good partner.

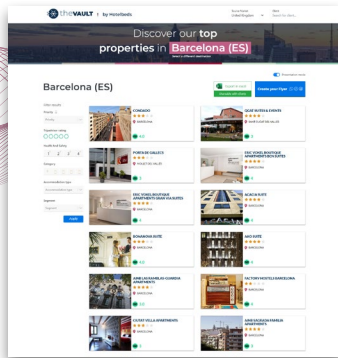
If you're interested in joining the programme, please contact your Contract Manager.

They will provide you with a proposal based on what you are looking for: exposure, revenue, commitment, etc.

STRATEGIC PARTNER AGREEMENT PROGRAMME

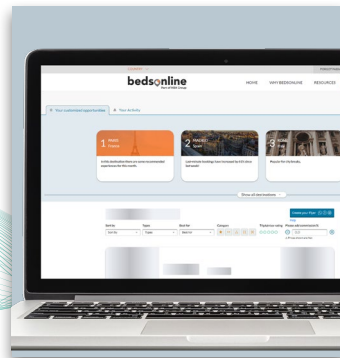
TOOLS AT YOUR DISPOSAL

The SPA offers many advantages, including priority access to certain tools.



THE VAULT

An exclusive portal for SPAs, where your hotel will be listed, and the Sales team will be able to create flyers and other marketing materials to promote your property to clients.



INSIGHTS

(Formerly known as The Compass Pro): you'll have priority positioning in this tool that helps map according to client needs.



MARKETING CAMPAIGNS

All SPAs have guaranteed access, regardless of campaign conditions.



OTHER CAMPAIGNS AND MARKETING MATERIALS

Depending on the forecast you have, you'll be able to access products such as the Star Collection, Star Brochure, etc. for free or at a very competitive price.



VISIBILITY IN WORKSHOPS, CALLS AND EVENTS

These are organised by the Sales department and clients. For the Sales team, it's very helpful to know which SPAs are active in order to promote them.

OPTIMISATION CAMPAIGNS

Thanks to our expert team and powerful **data**, we help you refine and **optimise your property's performance** from the beginning and throughout your partnership with us. We conduct **multiple analyses every month** to identify opportunities for our partners. Through the use of data, these campaigns refine your profile and make it stand out, ultimately helping you to improve your property's performance.

HERE ARE SOME EXAMPLES OF OPTIMISATION CAMPAIGNS WE'VE SUCCESSFULLY IMPLEMENTED FOR HOTELS:



ONBOARDING CAMPAIGNS

We guide new hotels step by step to get ready to start selling as soon as possible.

In the first few days with us, we'll send you different communications depending on what's left to complete in the **Partner Extranet**, such as the rate plans for your property or the content for it. When everything is ready, we'll **share educational content** with you so you can optimise your Partner Extranet profile to the fullest. Some of this content include how to create offers, how to create new rate plans, how to know who to contact depending on the need, more information about our Help Centre, among others.



BEST RATE PLANS CAMPAIGNS

We run several campaigns aimed at **improving your availability with the best rate plans**. We highlight, for example, our campaign aimed at identifying the 5 most performing rate plans for each brand-region combination. By using this information, we help **large chains** improve their bookings and revenue by advising them to have availability for X rate within the next six months.



GROWTH CAMPAIGNS

In order to achieve **growth in bookings**, we provide you with **suggestions, changes and optimisations** based on our insights to reverse your underperformance, or to ensure that you remain an overperformer and continue to gain market share. We inform you about your performance vs. your benchmark so you can see how you are doing.



ARE YOU READY TO PUT YOUR PROPERTY IN THE BEST HANDS?

As you've seen, there are many options available depending on your needs and goals. You can count on us to assist you every step of the way, from **enhancing your visibility** for the first time to **further increasing your sales** and taking your business to the next level.

If you haven't registered yet, here's your chance to gain access to the best tools available. You'll only need to fill out your basic details and the onboarding process will start soon.

[Register here](#)

Already joined Hotelbeds and want more details about our offering?

Please don't hesitate to reach out to your Account Manager or your main point of contact on our team.

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 facebook.com/Hotelbeds

 www.hotelbeds.com

 [@hotelbeds_official](#)

 [Resources page](#)