



CONNECTING AND EMPOWERING
THE WORLD OF TRAVEL



hotelbeds

OUR VISION

To be the **leading distribution TravelTech partner** across the expanding travel ecosystem

OUR PURPOSE

Reshaping the travel ecosystem & **empowering choice** for partners & travelers



By facilitating bridges between suppliers & clients frictionlessly, enabling strategic capabilities such as Payments & Data



For all travel companies worldwide: from hotel to transport, activities & payments, from local to global brands

OUR STRATEGY



Strengthen our products & services



Develop strategic **partnerships**



Bring **value** beyond accommodation

Leading TravelTech that connects and empowers the world of travel.

As a tech solutions provider, it's our mission to connect and empower businesses by facilitating bridges in the travel ecosystem worldwide - from accommodation, transport, activities & payments providers, to local and global brands.



300k

Hotels



150

Source markets worldwide



Global

Transfer route coverage



18k

Experiences



3,000

Employees



71k

Hard-to-reach B2B travel distributors

We **connect** and **empower** the world of travel by providing...



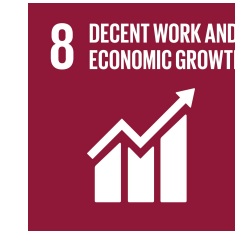
OUR GREEN HOTELS
PROGRAMME hotelbeds



Purpose and objectives of the programme



Joining forces to **promote sustainable** travel choices, with the aim of ensuring that our value chain evolves to meet sustainable development objectives.



- 01 As leaders in our sector, we want to demonstrate to our stakeholders that we operate a responsible, transparent business model and we want to show our commitment to sustainable travel.
- 02 We want to position Hotelbeds as the preferred partner for our clients to identify and promote sustainable properties
- 03 We want to help our clients innovate by creating new green product lines, website sections and marketing communications to support this initiative

What is?

It is a programme that provides enhanced and preferential visibility to properties that are certified in compliance with GSTC standards



What does it mean **to be a Green Hotel?**

Hotelbeds has partnered with all major certification companies in the world to identify fully certified properties that guarantees compliance with the principles of sustainability following the GSTC-Recognized Standards for Hotels.



The heart of **our programme** is the base of **+8000 hotels** certified in compliance with **GSTC standards**



What is the **contribution** of Hotelbeds?

37.918 Properties in our Programme

Encourage and influence our partners on the importance of improving their sustainability and having a certification under GSTC criteria.

12.68% Conv.rate of our marketing **Green Hotel** campaigns

We support and give visibility to these properties. Green hotels identifiable to more than 70,000 client partners via campaigns, green filter, that includes details of certifications and offer tags.

100% **Fast Response to new initiatives** and trends

Fast response with marketing campaigns for expanding the programme and incorporate new sustainability initiatives like single-use plastic free and electric chargers

Hotels



Our position of access to inputs from both suppliers and customers

Clients

2 thirds

Of holidaymakers are **willing to make lifestyle trade-offs to benefit the environment**

We join forces to promote sustainable travel choices for end consumers

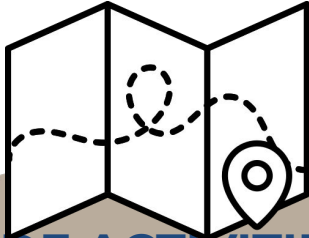
Response from **HotelBeds**

Response to the needs of our clients supporting them to contribute to sustainable travel

A multiplier effect

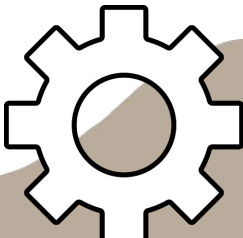
For sustainable choices that have preference and enhanced visibility in a large portfolio of +70.000 clients (OTAs, TAs, Airlines, ...)

Future ideas for our **Green Programme**



INCLUDE ACTIVITIES

Expand our Green Hotels program to include a portfolio of sustainable activities and other potential products.



AUTOMATION & DATA

Improve automation and use programme data to influence and support stakeholders.



SUSTAINABLE

DESTINATIONS

Combine visibility of green/ sustainable products with sustainable destinations.