



A little about our new image...

We are pleased to present the newly refreshed Hotelbeds' brand identity! You will begin to see our new image reflected across all our touchpoints in a phased approach over the coming weeks.

Don't worry though we are still the same Hotelbeds as before. Our commitment to you remains exactly the same as **we aim to become your partner of choice.**

Why did we make this change?

By working closely over the last ten years with our valued client and supplier partners and adapting constantly to their needs we've recorded consistent double digit growth year on year. Ten years ago we were serving a limited number of source markets in just a few destination countries.

Fast forward to today and we are now pleased be serving **over 100 source markets worldwide** with a portfolio of **45,000 hotels across 147 countries.**

As we are now so well known within our industry we thought the time was right to simplify our logotype with the standalone name 'Hotelbeds'. In addition we've also designed the globe icon of our new logotype to better reflect the **truly worldwide nature of our business.**

Our 10 Year Anniversary... the perfect moment

The launch of our refreshed brand identity links with the celebration of our 10 Year anniversary. The refresh of our brand identity is designed to help position us for the next ten years of our **continued growth together with our key partners.**

We hope you like it.