

## WebBeds Announces Strategic Partnership with the Accor Leisure Partner Platform (ALPP).

WebBeds, the global marketplace providing accommodation and ground product distribution services to the travel industry, has established a direct connection to Accor's Leisure Partner Platform (ALPP), a cutting-edge technology developed by Gekko Tech.

This innovative technology provides direct, real-time integration to rates, promotions, and availability across Accor's global properties.

The connection to the Accor Leisure Partner Platform (ALPP) significantly enhances the ability of WebBeds' global client base of 50,000+ travel trade buyers to access thousands of hotels across the Accor network, which spans more than 110 countries. The Accor brand portfolio, which counts more than 45+ hospitality brands, includes internationally recognized offerings such as Raffles, Fairmont, Sofitel, Pullman, Swissôtel, Novotel, Mercure, and ibis as well as brands under Ennismore including 21c Museum Hotels, Hyde, SLS, and SO/.

"This partnership with Accor underscores our commitment to providing hotels in the Accor portfolio with the best possible distribution solutions and connection to our global client base," said Anders Kjong, President - Europe at WebBeds. "By leveraging Accor's global inventory and dynamic rates we are enhancing the value we provide to our global network of clients that include travel agents, tour operators, and other travel distributors."

### Key benefits of the ALPP integration for WebBeds' clients:

- **Direct, real-time connectivity:** Increased access to a broader range of Accor's hotel inventory across key leisure destinations worldwide.
- **Dynamically distributed rates and promotional offers:** hotels can create dynamic promotions on top of the WebBeds connected rates
- **Seamless booking capabilities:** Real-time availability and competitive pricing within the WebBeds platform.

"We are proud to continue the roll-out of this ground-breaking solution and to collaborate with Accor and WebBeds" said Fabrice Perdoncini, CEO of Gekko Tech. "ALPP represents the future of Accor hotel distribution, thanks to a more efficient, transparent, and dynamic solution for their exclusive partners, while enhancing their control over distribution and pricing."

This integration not only improves the booking experience for WebBeds customers but also enables Accor properties to seamlessly access WebBeds' global distribution network of 50,000+ travel trade buyers, whilst retaining control of their distribution strategy.

## About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

**Hotels and other suppliers** - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds' enhanced analytics, to inform inventory optimisation choices – saving costs and increasing revenue.

**Travel buyers** - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds' trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 2,000 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brand UHI. **UHI** is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at [webbeds.com](http://webbeds.com)

WebBeds is a travel brand of the [Web Travel Group](#) (ASX: WEB).

## About Gekko Tech

Gekko Tech brings over 15 years of travel industry expertise to the **development of advanced digital solutions**. We specialize in **accommodation booking** and **loyalty management solutions**, designed to meet the needs of both B2B and B2C markets. Our technology combines the agility of a startup with the strength of a global group to deliver **robust digital solutions** to empower your ambitions.

Our **Accommodation Management Solution** offers a scalable and modular approach — from plug-and-play tools to fully customized systems — including hotel connectivity, multi-product distribution, detailed performance analytics, and user-centric features. Whether for leisure, business, group, or individual travel, we support our partners in managing, optimizing, and growing their operations.

Our **Loyalty Management Solution** enables the creation of fully customizable programs with flexible earn & burn mechanics, integrated marketing modules, and white-label user interfaces — delivering tailor-made loyalty experiences that drive engagement and retention.

Learn more about Gekko Tech at [gekko-technology.com](http://gekko-technology.com)

Gekko Tech is a brand of [Gekko Group](#), a subsidiary of [Accor](#).