

## Specialist destinations growth for Hotelbeds Group's Destination Services business in German market

Submitted by Antonia Aguilo on Wed, 08/03/2017 - 09:56

- Destination Services has registered 26% year-on-year increase in specialist destinations from the German source market during the October to January period
- Upsurge driven mainly by interest for Group and Fully Independent Traveller (FIT) roundtrip products
- South Africa (+55%) and Kenya (+41%) fastest growing specialist destinations

**Berlin, March 8, 2017** - Destination Services, a leading provider of incoming services to the travel trade and part of Hotelbeds Group, today announces at ITB Berlin a year-on-year upsurge of 26% in bookings from the German source market for its specialist destinations during the October to January period.

This increase is mainly driven by interest for groups and Fully Independent Travellers (FIT) roundtrip products.

South Africa (+55%) and Kenya (+41%) have been the fastest growing specialist destinations for the German market in the last four months. Other popular routes have included: Namibia, India, Peru, Tanzania and Mauritius.

Jordi Cerdó, Destination Services Managing Director, commented: *"In the German source market we foresee a growing trend of opting for bespoke holidays, more people are investing in having unique and memorable experiences and opting for longer trips. Our strategy is to grow to be the leader in roundtrip products in destination by continuing to grow the many exclusive services and range of experiences we offer. Additionally we hope to grow further by leveraging Hotelbeds Group's technology at the service of our clients to ensure efficiencies and simplicity across the distribution process."*

Destination Services has a presence in 38 countries with leading incoming agencies in over 70 destination covered via 154 offices worldwide (Americas, Europe, Africa & Middle East and Asia Pacific). A significant proportion of this presence is with specialist operators offering exclusive products and services in fast growing emerging destinations.

### **About Hotelbeds Group:**

Hotelbeds Group is the world's number one bedbank and a business-to-business provider of services to the global travel industry.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects, 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 120,000 hotels, 20,000 transfer routes and 12,000 activities.

In September 2016, the company became independent under the ownership of Cinven and Canada Pension Plan Investment Board (CPPIB). The company is headquartered in Palma, Spain and has 6,150 employees working across 150 offices globally. In the financial calendar year of 2014 / 15 Hotelbeds Group sold around 26 million room nights and achieved a Total Transaction Value (TTV) of €3.8 billion.

### **About Destination Services:**

Destination Services is a leading provider of incoming services to the travel trade through a global network of local destinations. It incorporates three principal companies: its network of specialised global brands Destination Services (incoming services to tour operators and travel agencies); Intercruises (the cruise ship shore side turnaround market leader); and Pacific World (an event services business exclusively dedicated to Corporate and Association clients). Working with DMCs DS can source and deliver every need in destination, including accommodation, transfers, tours, activities, cruise handling and MICE needs.

Destination Services has presence in 38 countries, covering over 70 destinations via 154 offices worldwide (Americas, Europe, Africa & Middle East and Asia Pacific). The company is part of the global B2B provider of travel services Hotelbeds Group, which distributes products from more than 185 countries worldwide to over 120 markets.

Thumb image

