

Hotelbeds outperforms the market in Dubai registering 41% roomnight growth

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Hotelbeds, the world's leading bedbank, has announced today its success in driving roomnight growth into the Middle East. Despite Dubai as a whole registering a 3% decrease¹ in occupancy year on year; the bedbank has continued to outstrip the market by driving a 41% growth compared to the same period last year².

The company announces its performance in the region one week ahead of the [Arabian Travel Market \(ATM\)](#), in Dubai where it will be exhibiting at **stand no. TT1755 from the 25 to 28 April**.

These impressive results have also been reflected across the entire United Arab Emirates (UAE) region, where the bedbank has achieved a 44% roomnight growth year on year², significantly outperforming the industry once again.

This has been achieved through an unwavering focus on initiatives designed to enhance its leading position in the Middle East, and more specifically in Dubai. **The winning strategy has been built around the need to deliver the best rates and leading availability backed by strong investment into tech and innovation.**

One example of innovation that is driving growth has been the launch of APItude; Hotelbeds' API connectivity suite. APItude is the most advanced hotel distribution API on the market - It's lighter, faster and easier to integrate than ever. APItude forms part of Hotelbeds' larger strategy to simplify all touchpoints of its service delivery in order to drive tangible benefits across the entire travel value chain. Under the banner "we love simple", Hotelbeds is aspiring to deliver a seamless experience that meets the demands of its varied customer base drawn from 120+ source markets.

Javier Arévalo, Product Director Hotelbeds commented: *"Hotelbeds has managed to significantly increase its leading position in the UAE, where the bedbank has recorded a 44% year on year growth in roomnights into this strategically important region. We are confident that our solid business model and focused local teams that work closely with our partners together with our ongoing investment in technology, innovation and service delivery will ensure a strong pipeline of growth into this top region for many years to come".*

[1] Source: STR Global Hotel Review. Year to February 2016.

[1] Based on Hotelbeds' roomnight reservations. Year to February 2016.

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