

Exponential growth for Hotelbeds Group's APItude in 2017

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- APItude, the Group's newest hotel distribution API, is now handling up to 300 million requests per day.
- Solution is now fully migrated to the cloud, allowing for response times of below 0.5 seconds.

Berlin, 7 March 2018. [Hotelbeds Group](#), the leading bedbank worldwide and provider of business-to-business services to the global travel industry, has confirmed today at ITB Berlin that 2017 was a very positive year for APItude, the Group's latest hotel distribution API.

By the close of 2017 the number of daily requests processed by the APItude platform had grown by a factor of almost ten compared to the previous year, reaching a daily total of around 300 million.

Additionally the Group has confirmed that it has improved response times to below 0.5 seconds as a result of a complete migration to the cloud, following the launch of APItude Cloud in late 2016.

Sam Turner, Wholesale sales & sourcing director commented: "An increase in the number of daily requests processed by APItude by a factor of almost ten can only be described as exponential growth. This can be attributed to two main factors. Firstly, our deep understanding of the needs and demands of our clients – and in turn their clients, the traveler – drove us to continually innovate APItude since its launch in 2015 by offering faster response times; thanks to the launch and complete rollout of APItude Cloud those response times are now down to below 0.5 seconds. Secondly, we have increased the functionalities – such as booking modifications or more advanced filters to help clients find exactly what they need – thus allowing many of our most strategic clients to migrate over."

APItude is the fastest and lightest hotel distribution API in the market. It enhances the developer experience by making the integration process easier, faster and more intuitive – allowing partners to develop their own travel website or mobile app using Hotelbeds Group's product portfolio more easily than ever before.

Forming part of Hotelbeds Group's commitment to innovation, APItude was launched by Hotelbeds at World Travel Market (WTM) 2015. Its successful rollout and rapid growth continues the company's quest to simplify the B2B distribution of accommodation for its varied customer base of over 60,000 intermediaries from across 185 source markets globally.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the world's leading bedbank.

The Group's proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 185 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 22,000 transfer routes and 16,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Intercruises (shore side cruise solutions) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017 Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain and has 8,300 employees globally (including Tourico Holidays and GTA).

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