

[Top booking destinations for March Spring Break revealed by Hotelbeds](#)

Submitted by alicia.ortastanford on Wed, 13/03/2019 - 16:39

- Hotelbeds platform data reveals the top destinations for Spring Breakers this year fall within the United States, Italy, France, Spain, United Kingdom, and Mexico markets.[\[1\]](#)
- Orlando is most booked destination by Americans for the March Spring Break in 2019.
- Chinese travellers continue to favour the United States and register a year-on-year booking growth of nearly 40% into Orlando.

Orlando, FL 13 March 2019. [Hotelbeds](#), the world's leading bedbank, has announced today the most booked destinations for Americans based on its booking platform data for the March 2019 Spring Break season.

As per the latest data report from the Hotelbeds booking platform – which is used by travel buying intermediaries such as travel agents, tour operators and points redemptions schemes – for this year's March Spring Break, Orlando leads the report as the most visited destination at a worldwide level for Americans during this period.

Orlando is followed, in descending order, by Las Vegas, New York, Rome, Paris, Barcelona, London, Miami, New Orleans, and Cancun as the most visited cities.

Filtering the rankings at an international level, the top five destinations for Americans during the month of March has Rome in the lead, followed by Paris, Barcelona, London, and Cancun.

Looked at from a local level the top five ranking destinations are Orlando, closely followed by Las Vegas, New York, Miami, and New Orleans.

While Los Angeles didn't make the cut for this year's top 10 travel destinations and was replaced by New Orleans in Hotelbeds' latest booking report, L.A. still remains a very popular destination among American travellers, falling behind to New Orleans by only a small amount of bookings, and taking the 11th spot on our ranking this year.

Meanwhile, the biggest source markets for travellers visiting the United States during this March Spring Break period are Great Britain, Spain, Germany, Brazil, and Canada – all in descending order.

According to the U.S. Travel Association China is considered to be the most notable source market in terms of its growth in the international rankings, going from the 22nd largest source market in the year 2000, to third largest currently, and projected to be the second largest in 2019.

According to the booking data from the Hotelbeds platform, Chinese travellers account for almost 3% of all bookings made into the United States[\[2\]](#) – during this Spring Break 2019 period, the company registered an increase of nearly 40% of Chinese outbound bookings into Orlando, the most visited destination for March Spring Breakers this year.

Sam Turner, Wholesale Sales & Sourcing Director at Hotelbeds, commented, “Most notable here for me is the 40% increase in bookings for Orlando from Chinese tourists. This forms part of our commitment to provide our US hotel partners with complementary non-domestic bookings – and

where better than from Chinese travellers, already the largest travel segment globally by spend?

“By matching our extensive network of travel buying clients based in China with our competitive inventory of China-ready hotel accommodations in the US, our dedicated sourcing and sales teams have been able to capture almost 3% of all incoming Chinese hotel bookings in the United States and we expect this to increase further.”

Lauren Volcheff Atlass, Americas Regional Director for Wholesale Sales at Hotelbeds, commented, “Five of the top ten destinations we are seeing this spring break are outside of the US, meaning there’s a great opportunity for non-US based hotels to attract spring breakers. But without having a local US based sales team and knowledge, achieving that is very hard.

“With our expanded network of travel buying intermediaries across the United States – including points redemption businesses, traditional travel agents, and tour operators – we can offer our hotel partners across the globe access to one of the biggest travel markets during one of its busiest periods. Our aim is always to help them increase occupancy rates with non-competing incremental bookings from guests that book further in advance, cancel less, spend more and come back more often – and this Spring Break I’m proud to say we’re delivering great value to a great many hotels worldwide by giving them this hard to reach, but important segment.”

About Hotelbeds

Hotelbeds is the world’s leading bedbank.

The company’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 under the Hotelbeds brand in the wholesale channel and the Bedsonline brand in the travel agents channel, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 185 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 activities.

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, followed by GTA also joining the company in October of the same year.

The company is headquartered in Palma de Mallorca, Spain.

Follow us on:

LinkedIn: <https://www.linkedin.com/company/hotelbeds-group>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Hotelbeds Media contacts

Media Relations & Corporate Affairs

Alicia Orta Stanford · alicia.ortastanford@hotelbeds.com

[\[1\]](#) These figures refer to bookings made in the United States source market via the Hotelbeds booking platform - which includes the Tourico Holidays and GTA bedbanks - for the month of March 2019.

[\[2\]](#) These figures refer to bookings made via the via the Hotelbeds booking platform for the 2017/2018 financial year.

Thumb image

