

Hotelbeds announces strong increase in tourist reservations this summer for the Balearic Islands

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- Hotelbeds registering double-digit growth compared to previous year.
- The B2B network of Hotelbeds, which includes more than 60,000 clients, driving high value bookings to the islands during period of demand lower than previous years.
- Contrary to the rest of the sector, Germany is providing strong growth for the company for the Balearic Islands destination.
- The company's preferred agreements enables it to meet increased B2B demand for the islands and lay behind the success.

Palma, August 1st 2019. [Hotelbeds](#), the world's leading bedbank, today announced a double-digit percentage increase in room night sales for the Balearic Islands, with more than 30% growth in the last eight weeks, when compared to the previous summer.

This strong growth for Hotelbeds contrasts with a season of lower demand and average rates for this summer when compared to previous years in the Balearic Islands and, therefore, demonstrates the great value that Hotelbeds offers to hoteliers by making available its extensive network of 60,000 B2B travel trade clients in a period of low occupancy.

In fact, this growth has been led by the increase in reservations of high-value B2B clients for hoteliers, such as retail travel agencies, traditional tour operators and airlines, whose travelers cancel less, book further in advance, spend more in destination and comeback more often.

Although the main source market for the company is the UK, followed by Spain, it is the German market that has registered an increase above 50% when compared to last year.

Germany, in contrast to the experience of the market, is the main driver of growth for the company in the Balearic Islands, supported by other markets with a significant increase such as Holland, France, Italy and Switzerland. Altogether Hotelbeds has attracted this summer B2B clients from more than 100 source markets to the Balearic Islands.

At the same time it is necessary to highlight as one of the key factors behind this success the preferred agreements that Hotelbeds has with some high-value hoteliers, which offers great stability in booking volumes for hoteliers and competitive rates for customers.

Marina Pérez Zanutel, Director of Contracting for the Balearic Islands at Hotelbeds adds: *"Although the general occupancy rate this summer seems to be low in many Balearic hotels, and the RevPAR average has decreased, the increase in our reservations proves the value we bring to hoteliers, offering them more reservations where and when they need them most. In fact, our platform now has five times more availability in August than last year, which demonstrates the great contracting work our local team is doing."*

"At Hotelbeds, additionally we are increasing market share in an environment of complicated demand and strong competition from destinations such as Turkey, Greece, Tunisia or Egypt. Our preferred agreements help us meet the strong demand for our distribution channel."

Currently Hotelbeds is registering advanced sales for 2020, especially from traditional source

markets such as the United Kingdom and Germany. Taking advantage of this dynamic, Hotelbeds is focusing its efforts on contracting more accommodation to support hoteliers on the islands to fill their rooms for next year.

About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier's direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the 'Beyond the Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

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Media Relations & Corporate Affairs

Antonia Aguiló

a.aguilo@hotelbeds.com

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