

Hotelbeds doubles high-value non-domestic bookings for North American hoteliers

Submitted by alicia.ortastanford on Tue, 01/10/2019 - 16:32

- Non-domestic reservations made via the Hotelbeds platform for North American hotels have doubled, registering an average of 60% non-domestic reservations for the current fiscal year.[\[1\]](#)
- Growth supported by many long-haul source markets, not least China that has seen 62% growth over the last year.
- Non-domestic, and in particular long-haul, bookings typically pay more, cancel less, book further in advance, stay for longer, return more often, and spend more in destination.

Orlando, FL 1 October 2019. [Hotelbeds](#), the world's leading bedbank, has today provided an update on the non-domestic bookings that its B2B channels of distribution offers to its North American hotel partners.[\[2\]](#)

An analysis undertaken by Hotelbeds has confirmed that the percentage of bookings for its North American hotels originating from non-domestic source markets has doubled over the past two years, with an average of 60% for the current year.

Within the non-domestic bookings provided to hotels, up to 80% of those reservations currently come from long-haul source markets – defined as markets that require a minimum flight of seven hours.

Long-haul bookings are particularly valued by hoteliers as such travellers stay for an average of 18 nights and overall make up 84% of international tourism spend in the United States, despite representing less than half of all arrivals.[\[3\]](#)

This growth in long-haul tourists reserving North American hotels via the Hotelbeds platform can be mainly attributed to a 62% year-on-year increase in reservations from Chinese tourists via Hotelbeds, with China now ranking as Hotelbeds' fourth largest source market to North America.

Carlos Muñoz, Hotelbeds Managing Director, commented, “Through our commitment to always delivering the highest quality of bookings and our network of 60,000 B2B travel buyers, we are able to offer our North American hotel partners a solid stream of non-domestic bookings.

“Guests travelling from non-domestic source markets compliment the hotel's current distribution mix with customers whom they aren't currently able to access easily; what's more, our channel provides them with guests that typically pay a higher rate, cancel less, stay for longer, spend more at the hotel and come back more often – because bookings from B2B travel intermediaries such as tour operators, retail travel agents, airline websites and loyalty and point redemption partners all provide much higher-value reservations. In fact, long-haul travellers typically stay even longer and spend much more at the hotel and destination.

“Long-haul bookings in particular are surging now because of the increasing bookings made by Chinese visitors. For many years now we have been educating and raising awareness amongst our North American hotelier partners on how to better cater to Chinese visitors staying at their hotels, focused on targeting their tastes and preferences, methods of payments, social media, and language needs.”

Currently over 180,000 unique hotels globally are available on the Hotelbeds system – a majority of which are directly contracted under exclusive terms and conditions.

About Hotelbeds

Hotelbeds is the world's leading business-to-business 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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[1] All figures quoted in this press release are based on bookings made via the Hotelbeds booking platform and refer to year-on-year adjustments as of the end of July, based on room nights.

[2] North American markets definition includes United States and Canada, only.

[3] Figures retrieved from U.S. Travel Association's 2018 travel industry report.

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