

Hotelbeds attracts high-margin, non-domestic guests for hotel partners in APAC

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- Ahead of the Hotelbeds MarketHub Asia event in Bali in October, Hotelbeds confirms that around 86% of Hotelbeds' reservations for Asia-Pacific hotel partners originate from non-domestic markets.
- Over half of those non-domestic bookings come from non-APAC, long-haul source markets.
- B2B travel trade buyers in the United States, the United Kingdom, Australia, Spain, and Germany are amongst the top ten source markets reserving Asia-Pacific hotels.
- Non-domestic, and in particular long-haul, bookings typically pay a higher rate, cancel less, are made further in advance, stay for longer, spend more in destination and return more often.

Shanghai, 18th October 2019 - [Hotelbeds](#), the world's leading bedbank, has today provided an update, ahead of its MarketHub Asia event, on the non-domestic bookings that its B2B sales channels provide to APAC hotel partners.

Hotelbeds confirms that 86% of its hotel bookings for Asia-Pacific destinations are generated from non-domestic source markets, with 44% of that coming from long-haul source markets outside of APAC.

Non-domestic bookings - and in particular long-haul bookings - typically offer hoteliers incremental bookings that are harder to attract through the hotel's own direct marketing channel.

Additionally, non-domestic guests on average stay for longer, reserve further in advance, cancel less, and spend more in destination - thus helping hoteliers increase profitability.

Based on Hotelbeds' booking data, the US, the UK, Australia, Spain, and Germany are among the top 10 source markets traveling to destinations in APAC.

The US is now the biggest inbound source market into APAC for Hotelbeds, up from 3rd place last fiscal year with 28% year-on-year growth in room nights.

Very importantly for the hotel, 45% of the United States travelers book APAC accommodations at least one month in advance.

The 2nd edition of Hotelbeds' MarketHub Asia event will take place from Tuesday 22 to Friday 25 October in Bali, with around 300 of the most important Hotelbeds partners from all the key source markets of Asia-Pacific and Middle East. For more information visit <https://www.themarkethub.com/asia>

Miguel Anaya, APAC Regional Director for Sourcing at Hotelbeds, said, "For a long time we have been able to offer our Asia-Pacific hotel partners a very high and steady proportion of non-domestic bookings. Within that a significant part has always been from long-haul, non-Asia-Pacific

source markets, such as the United States and the United Kingdom – but the growth recently in United States bookings has been very strong, now taking the top spot for the region as the biggest inbound source market.

“Incremental bookings complement a hotel’s distribution mix but importantly they also provide hotels with high-value reservations. Such guests typically cancel less, stay for longer, spend more at the hotel and even come back more often – coming from B2B buyers such as tour operators, retail travel agents, airline websites, and loyalty and reward points schemes. This is even more so the case with long-haul bookings as they typically stay much longer and spend more.

“We’ve been working hand-in-hand with our APAC hotelier partners to raise awareness on how to diversify distribution channels and best attract international travellers to their hotel. We build strong partnerships with hotels not only by distributing hotel rooms, but by advising them on points such as language, marketing strategies and even western travellers’ tastes.”

Currently a total of 180,000 unique hotel properties globally form part of Hotelbeds’ portfolio, with the majority directly contracted under exclusive terms and conditions.

This growth has been driven by the renewed focus of Hotelbeds in providing its hotel partners with incremental bookings via its network of 60,000 travel buyers from both non-domestic source markets and B2B buyers – including tour operators, retail travel agents, airline websites and loyalty and reward points schemes.

***All figures quoted in this press release are based on bookings made via Hotelbeds’ sales channels.**

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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