

[Hotelbeds updates hotel partners globally on APAC source market performance](#)

Submitted by Whitney Wang on Mon, 21/10/2019 - 04:34

- Hotel partners globally connected with over 12,500 B2B travel buyers in wholesale and retail distribution channels across APAC.[\[1\]](#)
- Almost 90% of APAC clients represent high-value sales channels for hotels: retail travel agents, tour operators, airlines and points redemption schemes.
- APAC region contributes around 20% of Hotelbeds' global sales: China, Thailand, Australia, India, and Japan are listed in the top 20 sales markets.
- News announced during MarketHub Asia event taking place in Bali, with over 300 leading travel B2B buyers in attendance.

Bali, 21 October 2019. [Hotelbeds](#), the world's leading bedbank, has today provided its hotel partners globally with an update on its Asia-Pacific source market performance during its MarketHub Asia event in Bali.

Hotelbeds can confirm that it connects a total of 12,500 B2B travel buyers in wholesale and retail distribution channels in Asia-Pacific with its network of over 180,000 hotel partners around the world.

Additionally, Hotelbeds can confirm that almost 90% of these customers in APAC are high-value sources of bookings for hotels such as retail travel agents, tour operators, airlines, and points redemption schemes.

Offering hotels access to such high-value partners forms a central part of Hotelbeds' strong commitment to give hoteliers incremental bookings of non-domestic and long-haul reservations.

Such guests on average book further in advance, cancel less, pay more for a room, spend and tip more in destination, and come back more frequently.

The APAC region is the fastest growing for Hotelbeds and contributes around 20% of Hotelbeds' sales for hoteliers around the world.

In recent years China has become the fourth biggest source market for Hotelbeds globally, and Thailand, Australia, India, and Japan are all also listed in the top 20 sources markets of the company worldwide.

León Herce, Global Sales Director, Hotelbeds, commented: *"It's not just that more people from Asia-Pacific are travelling internationally, they are also travelling more often, spending more, and most importantly they are travelling to destinations much further and more diverse than ever before.*

"For such trips they rely heavily on trusted sources that can help advise them, not least retail travel agents and tour operators - and due to our long presence in the market, in some countries over 20

years, we have strong relationships with such buyers.

“Meanwhile we work closely with our network of over 180,000 hotel partners around the globe to advise them on how best to cater for the needs of Asian travelers in the booking process, pre-arrival and in destination. Hotels in the US and Europe highly value Asian travelers as they provide long-stay guests that spend more on average, cancel less and come back more often.

“This really is a great example of East-meets-West win win situation for the travel buyers in APAC and the hotels in the West and I’m proud of how we bring these two audiences together.”

The 2nd edition of Hotelbeds’ MarketHub Asia is an invitation-only, three day event taking place from Tuesday 22 to Friday 25 October in Bali, with around 300 of Hotelbeds’ most important partners from all the key source markets of Asia-Pacific and the Middle East.

Attendees this year are expected to include senior executives and decision makers from tour operators, airlines, and loyalty and reward points schemes.

Representatives from Skift, Phocuswright and Web in Travel will all participate in key-note speeches and panel sessions focused on the event’s ‘SHIFTING FUTURES’ theme, exploring how the travel sector should react to changes and shifts in the industry in terms of key topics such as technology, the complexity of distribution, shifting consumer trends, payments and data.

For more information about the MarketHub Asia event please visit <https://themarkethub.com/asia/>.

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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[1] All figures based on bookings via Hotelbeds and refer to data as of the close of the 2019 financial year (up to 30 September 2019).

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