

## Top source markets for Balinese hotel partners of Hotelbeds confirmed during MarketHub Asia event

Submitted by Whitney Wang on Wed, 23/10/2019 - 03:40

- Australia followed by China, the United States, the United Kingdom, and Thailand are the top five international source markets traveling to Bali.[\[1\]](#)
- Hotelbeds offers hotel partners in Bali high-value guests that originate from non-domestic and long-haul source markets.
- Bali ranks number three in Hotelbeds' APAC top destinations for 2019 and is in the top 20 global top destinations.
- MarketHub Asia event taking place in Bali, with over 300 leading travel B2B buyers in attendance including tour operators, airlines and points redemption schemes.

**Bali, 23<sup>rd</sup> October 2019** - [Hotelbeds](#), the world's leading bedbank, has today announced the top source markets for bookings for hotel partners in Bali, where the company is this week hosting its MarketHub Asia event.

According to booking data based on reservations made via B2B travel buyers using Hotelbeds, in descending the top ten source markets for Bali are Australia, China, the United States, the United Kingdom, Thailand, Indonesia, India, Spain, Germany, and Sweden.

Australia has now been the biggest inbound source market booking accommodations in Bali via the Hotelbeds platform for two consecutive years - with over 50% of Australian travelers booking accommodation at least one month in advance.

Hotelbeds can also confirm that Bali ranks number three in its APAC top destinations of 2019, and number 16 in the list of global top destinations - offering local hotels a steady-flow of high-value international guests all year round.

Non-domestic bookings - and in particular long-haul bookings - typically offer hoteliers complimentary guests that on average stay for longer, reserve further in advance, cancel less, spend more in destination and come back more frequently - thus helping hoteliers increase profitability.

Such guests often originate from high-value B2B distribution channels like retail travel agents, tour operators, airlines and points redemption schemes and Hotelbeds can confirm that it works with over 60,000 such B2B travel buyers around the world.

**Miguel Anaya, APAC Regional Director for Sourcing at Hotelbeds**, said, *"We have always been able to offer our hotel partners in Bali a very high and steady supply of long-haul bookings with long average stay - but we are also focused on offering them reservations where and when they need them most, for example during the low season / rainy season. We offer hotels different lead times according to their needs, whilst giving clients a choice of different locations across the island.*

*"This is where our network of over 60,000 B2B travel trade buyers around the world comes into*

*play, offering the local hotels access to difficult to reach travellers who are heavily guided by their retail travel agent and tour operator on where and when to travel.*

*"We look forward to contracting more accommodation in Bali and are very pleased to confirm that already Hotelbeds is registering advanced bookings for 2020, especially from source markets such as Australia, the United States and the United Kingdom."*

The 2nd edition of 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 include senior executives and decision makers from tour operators, airlines, and loyalty and reward points schemes.

Representatives from Skift, Phocuswright and Web in Travel are all participating 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 quoted in this press release are based on bookings made via the Hotelbeds booking platform and refer to year-on-year adjustments as of early October, based on room nights.

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