

[Hotelbeds drives non-domestic, long-stay guests to its hotel partners](#)

Submitted by Antonia Aguilo on Wed, 27/11/2019 - 09:54

- Over 50% of bookings that Hotelbeds provides its hotel partners are for at least four nights – with 24% staying seven nights or more.[\[1\]](#)
- Long-stay guest profile driven by high proportion of non-domestic guests derived from Hotelbeds' network of 60,000+ travel agents, tour operators, airlines and loyalty schemes globally.
- Hotelbeds committed to distribution channels that offer hoteliers high-value guests that book further in advance, cancel less, stay longer and spend more in destination.

Palma (Spain), 27th November 2019. [Hotelbeds](#), the world's leading bedbank, has today provided an update on the average number of nights booked with its hotel partners via its network of over 60,000 travel trade buyers globally.

As part of Hotelbeds' commitment to provide hoteliers with high-value guests, the company has confirmed today that over 50% of its bookings are for four or more nights – with 24% staying seven nights or more.

Hotelbeds is committed to delivering the highest quality of incremental bookings to its hotelier partners via its network of over 60,000 travel agents, tour operators, airlines, and loyalty point schemes from over 140 source markets globally.

Reservations via B2B travel buyers tend to offer a higher proportion of non-domestic and long-haul travellers, who in turn offer hoteliers incremental guests that – in addition to staying for longer on average – book further in advance, cancel less, stay longer and spend more in destination.

At a global level, over 60% of bookings made via Hotelbeds are derived from non-domestic source markets, with some high-demand destinations registering a much greater percentage of international guests.

Carlos Muñoz, Hotelbeds Managing Director commented: "Hoteliers place significant value on guests who stay more nights, not just because more nights means more revenue – but because it increases their margins, as these guests tend to be from non-domestic long haul markets and that means that on average they book further in advance, cancel less, spend more in-destination and come back more often.

"So, I am very pleased to be able to confirm that more than 50% of our bookings are now for at least four nights with 24% staying seven nights or more.

"As our business continues to grow its base of high-value B2B buyers – of which we have over 60,000, including travel agents, tour operators, airlines and points redemption schemes – we hope to be able to increase further still the average length and value of a booking for our hotel partners."

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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Hotelbeds media contact

Antonia Aguiló

a.aguilo@hotelbeds.com

[1] All data based on reservations made via Hotelbeds during the 2018 / 19 financial year (ended 30 September 2019).

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