

Hotelbeds responds to strong demand for domestic hotels in the world's largest source markets

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- Hotelbeds will add 10,000 more properties by the end of the year.
- Major source markets where domestic content will be significantly strengthened will initially include the USA, Canada, Mexico, Germany, Austria, Switzerland, Spain, Portugal, Italy, UK, UAE, Saudi Arabia, China, Thailand, Australia and New Zealand, with more to be added in the near future.
- The plan also focuses on sourcing hotels from secondary destinations, adding more property types, increasing the availability of refundable rates and actions to capture last minute booking demand.

Palma, Spain, 18 June 2020 - [Hotelbeds](#), the world's leading bedbank, has today announced a plan that responds to the strong demand for domestic hotels from the world's largest source markets following the aftermath of COVID-19.

As part of this drive, Hotelbeds plans to add an additional 10,000 new properties to its global portfolio of hotels by the end of the year.

Harnessing big data analytical capabilities, Hotelbeds has been able to closely compare the main corridors, lead time, and length of stay for each source market to more accurately predict the characteristics of the surge in demand for domestic stays.

As a first wave the initiative will be implemented in the USA, Canada, Mexico, Germany, Austria, Switzerland, Spain, Portugal, Italy, UK, UAE, Saudi Arabia, China, Thailand, Australia and New Zealand, with more countries to be included in the near future.

This strategy has been strongly supported by many of Hotelbeds' 60,000 B2B travel buyers worldwide - including tour operators, airlines, points redemption schemes and retail travel agencies - who have also clearly signalled the increase in demand for domestic properties following the pandemic.

In addition to adding more domestic properties in the above-mentioned markets, Hotelbeds is already putting in place the following actions:

- Expanding its hotel portfolio in **secondary destinations** in order to cover new leisure destinations relevant for domestic travellers.
- **Adding more property types**, for example resorts and rural hotels.
- Increasing the availability of **refundable rates** to provide peace of mind for final customers.
- Reducing **release** and **minimum stay requirements** in order to increase to the maximum availability and respond to the more **last minute profile of domestic travellers**.
- Launching **local marketing campaigns** targeted at B2B travel buyers in the selected source

markets to promote domestic products at great rates this summer season.

León Herce, Global Sales Director at Hotelbeds, said: “Following client feedback, and thanks to our own data analytics capabilities, we have detected not only the overall surge in domestic demand, but the requirement for more product in secondary destinations, across all different property types.

“As you would expect, hoteliers in these destinations – many of them previously dependent on international markets that are unlikely to be travelling anytime soon – are very keen to capture the new domestic demand and we are working hard to sign them up fast.”

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 – while 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 partners 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 25,000 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.

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