

SiteMinder names Hotelbeds as one of the top revenue generators for Hotels worldwide in 2020

Submitted by clatruiyols on Thu, 04/02/2021 - 14:36

- Industry report features Hotelbeds ranking highly as a leading distribution channel and revenue generator for hoteliers in all destination countries featured worldwide.
- SiteMinder highlights the 'continued relevance of wholesalers' as it named Hotelbeds as a top performer that had huge relevance for hotels in 2020.

Palma, Spain, 4th February 2021 - [Hotelbeds](#), the world's leading bedbank, has been named as one of the top distribution channels and hotel revenue generators in 2020 by SiteMinder, a leading channel management platform globally.

Its report, published earlier this week, confirmed the most relevant distribution channels that generated the highest revenues for hotels during 2020. Hotelbeds ranked highly in all destinations globally, leading SiteMinder to emphasize the continued relevance of wholesalers to hoteliers as a key distribution channel.

With its extensive portfolio of 180,000 hotel properties in 140 countries worldwide, many of which are directly contracted under special terms and conditions, Hotelbeds is in a prime position to drive volumes to hotels - and the travel industry as a whole - as it prepares for recovery and a resumption of travel post COVID.

Carlos Muñoz, Chief Operating Officer at Hotelbeds, said: "We are delighted to be formally recognised by SiteMinder as one of the top revenue-making distribution channels for hoteliers, especially in a year so impacted by the pandemic.

"This a great testament to our teams' performance and commitment over the past twelve months despite the hugely challenging conditions that 2020 brought. We have successfully focused our efforts on being as competitive as possible while maintaining strong service levels and this recognition gives us a clear indication that we are doing all the right things to support our valuable partners."

The full SiteMinder report can be downloaded [here](#).

About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties 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 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.

Follow us:

Linkedin: <https://www.linkedin.com/company/hotelbeds>

Twitter: @Hotelbeds

Facebook: Hotelbeds

Instagram: @hotelbeds_official

Hotelbeds Media Contact

PR & Media Relations

Jane Astle - j.astle@hotelbeds.com

Thumb image

