

Hotelbeds' summer bookings increased by 22% at global level

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- Hotelbeds' summer bookings confirm momentum of the global tourism industry.
- Reservations for the 2015 summer season have increased by 22% at a global level, with Spain, the United States and Greece registering the highest demand.
- Europe, as an incoming destination, shows the strongest growth with a 32% increase in comparison to last year.

Berlin, 4 March 2015 - Hotelbeds, the No.1 Global B2B Bedbank, has announced its roomnight booking growth figures for the summer season during ITB Berlin 2015, one of the world's leading travel trade shows, taking place between 4-8 March in the German capital.

As global tourism shows signs of strength and optimism reigns in most markets^[1], Hotelbeds is on track to outpace the industry^[2] again with an estimated 22% growth for global roomnights sales during the summer period (May-September). The main source markets for Hotelbeds at a global level are the UK, Germany, Spain and the United States.

Bookings into Europe, the Bedbank's most important region in terms of volume, have increased by 32% in comparison to the same period last year, with the top source markets being the UK, Germany, Spain and Ireland. Spain remains the most important global destination for Hotelbeds this summer, with a 25% growth in bookings in comparison to the same period last year. Spain is followed by the United States and Greece, whose strength as a destination is backed by a solid 54% growth. This proves the eternal attraction of the Mediterranean, with Mallorca, the Algarve, Benidorm and Crete standing out among the top five most demanded destinations globally. The region also boasts growth rates above 30% in countries such as Italy, Greece, Croatia and Malta.

In the words of Carlos Muñoz, Managing Director, Hotelbeds, *"Our early summer bookings, with a 22% global YoY increase, give us confidence that 2015 will be another good year for both the tourism industry and our company. Amidst this positive trend, we will continue to work hard in order to maintain our growth levels in mature regions and keep expanding in the emerging markets, especially in the destinations of Asia and Africa. A combination of exclusive products, excellent customer service and local customisation will remain a key part of our strategy to help reach our goals."*

About Hotelbeds

Hotelbeds (www.hotelbeds.com) is the No.1 Global B2B Bedbank with an online database of over 72,000 hotels in 180 countries. For the year ended 30 September 2014 Hotelbeds sold 22.5 million roomnights and outperformed the market with 19% growth in TTV (Total Transaction Values) to €2.3billion. Hotelbeds was founded in Spain in 2001 and belongs to the global provider of travel services Hotelbeds Group, which trades in more than 180 countries. Hotelbeds Group is part of TUI Group, the world's number one leisure travel company.

^[1] "The global hospitality industry entered 2014 on an upward growth trajectory; a greater sense of

optimism was palpable across most regions. [...] Over the next 12 months, further gains in the global hospitality sector are anticipated.” Ernst & Young’s *Global Hospitality Insights. Top thoughts for 2015*.

[2] “With travel and tourism sector growth forecast to expand by 3.9% during 2015, the sector will be increasingly recognised as a key driver of economic growth at the local, regional and global level.” Ernst & Young’s *Global Hospitality Insights. Top thoughts for 2015*.

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