

Hotelbeds celebrates 10 years in India with ambitious growth strategy

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- India emerges as second largest market for Hotelbeds in the Asia Pacific region, behind China.
- Investment in best-in-class technology and strong customer relationships have been key to this success.
- Tier two- and tier three-sized cities identified as growth opportunities.
- At exclusive 2 day event held in Mumbai and Delhi the Global Sales Director and the Sales Director for Asia Pacific outline growth potential for the market and extend gratitude to clients.

Mumbai, 14th October, 2016. Hotelbeds, the world's leading bedbank, marked the completion of a successful decade in India by outlining an ambitious growth strategy for the coming decade in this high growth market - which has now emerged as the second largest outbound market in Asia Pacific for the company, behind only China.

Highlighting its successful story of innovation and expansion in the market, the key growth drivers were identified as investment in best-in-class technology, cutting edge use of data and analytics, and emphasis on building strong customer relationships.

Reiterating its commitment to the Indian market, Hotelbeds has launched a series of customer facing events across India under the banner "*10 years together*", starting with an event held in Mumbai and another second in Delhi to thank clients and celebrate this important anniversary.

Commenting on ten years of success in India, **Sam Turner, Sales Director at Hotelbeds** **commented** "*Already India is second only to China in the Asia Pacific region for Hotelbeds. Most recently we have moved beyond just operating in the biggest cities and are now working in tier two - and looking to tier three - sized cities where enormous growth potential still exists.*

"In addition we see even greater potential from a growing segment of ambitious and young Indians looking both to travel more and spend more, not just on accommodation but on activities and unique experiences.

"That's why we have such ambitious growth plans for the next decade and will continue with our current successful formula: investing in best-in-class technology to provide our client partners with the data analytical tools they need to drive increased revenues."

Andy Tan, Sales Director in Asia Pacific at Hotelbeds also commented "*It gives me great pleasure to say that our huge success in India has contributed significantly to the leading position of Hotelbeds across Asia Pacific. A key factor in this success has been the strong relationships with client partners that are defined by co-creation and collaboration.*"

Nikhil Jain, Sales Director South Asia at Hotelbeds added "*As we celebrate ten years in the market, I would like to thank all our client partners for their loyalty and support. Looking ahead to the next ten years our joint mission - client partner and distributor - is to make the Indian traveller one of the most recognised, in demand and well-catered for travel segment globally.*"

About Hotelbeds

Hotelbeds (www.hotelbeds.com) is the world leading bedbank with an online database of over 100,000 hotels in 185 countries. For the year ended 30 September 2015 Hotelbeds sold almost 26 million room nights and outperformed the market with 26% growth in TTV (Total Transaction Values) to €2.7 billion.

Hotelbeds was founded in 2001 and belongs to Hotelbeds Group, the global provider of travel services, which distributes products from more than 185 countries worldwide to over 120 source markets

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