

## **Hotelbeds confirms Mexico as top five destination at MarketHub Americas 2017 event**

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- Mexico fifth most popular destination for clients of Hotelbeds globally.
- Top Mexico destination for clients of Hotelbeds is Riviera Maya, host destination for 8<sup>th</sup> edition of MarketHub Americas by Hotelbeds event.
- MarketHub Americas gathers hundreds of tour operators and OTAs from across North, Central and South Americas.

**Palma de Mallorca, 25th April 2017** - [Hotelbeds Group](#), the number one bedbank worldwide and business-to-business provider of services to the travel industry, has announced today that Mexico is the fifth most popular destination worldwide for its Hotelbeds brand - which supplies the world's tour operators and online travel agencies (OTAs) with accommodation and ancillary products.

The most popular destination within Mexico for Hotelbeds clients is the Riviera Maya, which has been chosen as the host destination for the 8<sup>th</sup> edition of MarketHub Americas by Hotelbeds event. Additional destinations popular with clients using the Hotelbeds bedbank platform include Cancún, Puerto Vallarta and Mexico City.

**Sam Turner, Sales Director at Hotelbeds Group**, commented from the event: *"It is great to be here in person at our 2017 MarketHub Americas by Hotelbeds event at the 5\* Hard Rock Hotel Riviera Maya. Already I can see why this is the top destination choice for clients of Hotelbeds booking Mexico - itself the fifth most popular country globally for our clients."*

*"Mexico was one of our earliest overseas ventures and we're proud of its success: as a destination it is clearly one of our top priorities, but also as a source market it is of ever growing importance to us - not least for the high level of domestic travel within Mexico, a growing area currently with the fall in the value of the peso."*

*"We have worked hard to ensure the best hotels and ancillary offerings available at the best prices across the whole of Mexico - and continually adapt that offering to meet the ever evolving needs, desires and budgets of travelers. Equally, as we have grown our sales operations - including within Mexico itself - around the world we have tapped into new and shifting demands for the Mexican market globally, ensuring growth and stability in bookings for the destination."*

*"Over the coming years Mexico will remain at the core of our strategy as we continue to invest in both developing our offering as a destination and boosting our source market presence."*

The MarketHub Americas by Hotelbeds event this year is taking place from Monday 24th to Thursday 27th April at the Hard Rock Hotel Riviera Maya in Mexico. The annual event brings together hundreds of the top industry decision makers from across the Americas, both North, Central and Latin America. It is a unique opportunity to meet like-minded experts and colleagues from the global travel & tourism industry in a dynamic yet informal environment of presentations from leading experts, networking, hospitality and entertainment.

MarketHub events by Hotelbeds have a proven track record, with more than eight events in the Americas and four in Europe having taken place already. This year Hotelbeds has reached an important milestone by launching the first ever MarketHub Asia, which will be held in Bangkok,

Thailand from Monday 22nd to Thursday 25th May.

The Hard Rock Hotel Riviera Maya is a five-star hotel located in Puerto Aventuras on the Riviera Maya in Mexico's Yucatan peninsula. It has 1,264 rooms and features its own private beach, alongside four restaurants and six pools with swim-up bars.

For more information about MarketHub by Hotelbeds events in the Americas and Asia, please visit [www.themarkethub.com](http://www.themarkethub.com)

## **About Hotelbeds**

Hotelbeds ([www.hotelbeds.com](http://www.hotelbeds.com)) is the world leading bedbank with an online database of over 120,000 hotels in 185 countries. For the year ending 30 September 2016 Hotelbeds sold 27 million room nights.

Hotelbeds was founded in 2001 and belongs to the global provider of travel services Hotelbeds Group, the world's number one bedbank and a business-to-business provider of services to the global travel industry.

Operating mainly under the Hotelbeds and Bedsonline brands, the Group connects 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 120,000 hotels, 20,000 transfer routes and 12,000 activities.

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