

[Hotelbeds announces APAC growth and confirms China as top source market in the region](#)

Submitted by patricia on Wed, 25/10/2017 - 10:30

- Hotelbeds brand registered 20% year-on-year growth in room nights in the Asia-Pacific region in full year '16/'17[1]
- China source market room nights grew 46% year-on-year for the Hotelbeds brand in full year '16/'17[2]
- Best-in-class technology, strong customer relationships, and building local knowledge and teams have been keys to this success.

Singapore, 25th October, 2017 - [Hotelbeds Group](#), the business-to-business provider of services to the travel industry globally, has announced today - at the ITB Asia event taking place in Singapore - outstanding growth in the Asia-Pacific (APAC) region during the full year of '16/'17.

The Group's Hotelbeds brand - which is focused on the wholesaler (OTAs, tour operators, airlines) - registered 20% year-on-year growth in room nights booked from the APAC source market.

Additionally during this period China was the top source market - for the second year running - within APAC with 46% growth in room nights for the Hotelbeds brand. Other top Asian source markets are India, South Korea, Indonesia and Australia

Meanwhile top APAC destinations booked via Hotelbeds platform globally were Bangkok followed by Hong Kong, Singapore, Phuket, Kuala Lumpur and Bali.

This news shows that China has emerged as one of the key strategic markets for Hotelbeds Group in APAC, becoming the 5th biggest source market, up from 22nd place only five years ago.

Sam Turner, Sales Director at Hotelbeds Group, said: *"The potential for the Chinese travel source market - both domestic and international - is vast and almost unimaginable. China has the world's largest population with a rapidly expanding middle-class and they are all looking for travel experiences.*

"This explosion of Chinese travelers worldwide requires both travel providers and travel sellers to adapt their offering to the needs, preference and desires of the Chinese market. To do so, it is not only about adapting the booking process but also the whole cycle of payment, check-in, visa processes, social media platforms, and so on - and that's why we're focusing hard on making sure we have the best and most relevant technology for the market.

"The strong APAC presence and local knowledge of GTA - who have recently joined our Group - will also boost us further in this key strategic market in order to lead the bedbank niche in the APAC region."

Andy Tan, Sales Director Asia-Pacific, Hotelbeds commented: *"Once again we are attending ITB Asia and this edition is especially relevant for us as once again we've been awarded Best Online Travel Wholesaler at the Travel Weekly Asia 2017 Readers' Choice Awards and Best Travel Wholesale Solution at the [10th TravelMole - ITB Asia Awards 2017](#). We are most grateful to all those who voted, this is the best motivation for us to keep innovating and improving our product offering in the local market.*

“Our success story in the APAC region - registering a 20% year-on-year growth in room nights as a source market - is the result of the strong relationships with client partners that are defined by co-creation and collaboration, as well as our commitment both to gaining local knowledge and building strong teams in the APAC region. Moreover, the investment in best-in-class technology and the use of data and analytics have also emerged as key drivers of our success in the region during the last year.”

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally.

The Group’s proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 130,000 hotels, 21,000 transfer routes and 12,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), InterCruises (shore side cruise solutions) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017 Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain and has 8,300 employees globally (including Tourico Holidays and GTA).

Follow us on LinkedIn: <https://www.linkedin.com/company/hotelbeds-group>

And twitter: [@HotelbedsGroup](https://twitter.com/HotelbedsGroup)

Follow APItude on twitter: [@Hotelbeds_API](https://twitter.com/Hotelbeds_API)

Hotelbeds Group Media contacts

Media Relations and Corporate Affairs

Anna Monreal

amonreal@hotelbeds.com

[1] The Hotelbeds Group financial calendar year operates from 1 October to 30 September.

[2] All figures in this press release refer Hotelbeds brand only, and do not include figures from either Bedsonline, Tourico Holidays nor GTA (both of which have recently joined the Hotelbeds Group).

Thumb image

