

## **Hotelbeds Group confirms UK as main source market and reveals top destinations for British travellers during past year**

Submitted by AnnaMonreal on Thu, 02/11/2017 - 10:27

- Top destinations for British travellers booked via the Group's platform were: Mallorca, Tenerife, Algarve, Orlando and Benidorm
- Head of Sales, Sam Turner to host Travel Tech Theatre panel discussion on 'The future of hotel distribution technology' on final day of WTM

**Palma, 2nd November 2017.** [Hotelbeds Group](#), the business-to-business provider of services to the travel industry globally, has revealed today – ahead of World Travel Market in London from 6-8 November – the trends for UK source market bookings through its platform during the full financial year of '16/'17[\[1\]](#).

The United Kingdom once again remains the world's most important source market for Hotelbeds Group, where the Group offers UK intermediaries access to over 120,000 hotels, 21,000 transfer routes and 12,000 activities, available in over 180 destinations globally.

Spain is the top country for British travellers whose bookings were made via the Group's platform, with Mallorca followed by Tenerife as their favorite places to enjoy holidays. This reveals a clear preference for the sun and beach tourism. By number of bookings, these were followed by the Algarve (Portugal), Orlando (USA) and Benidorm (Spain).

The average stay of British travellers in these destinations was six nights, with only Orlando surpassing the average to reach seven nights per stay.

Additionally, as a destination, the trends registered by Hotelbeds Group's platform globally also reveal that the main source of tourism for the UK was internal travellers, followed by Spanish, North American, German and Chinese tourists.

**Carlos Muñoz, Bedbank Managing Director at Hotelbeds Group**, commented: *"We are very satisfied to confirm that the UK is our main source market. The trends reflect the priorities of British travellers for their holidays: again we see the absence of some of the previously typical countries around the Mediterranean basin because of ongoing concerns about geopolitical instability – and as a company we have adapted our hotel portfolio to reflect these preferences. On behalf of Hotelbeds Group I want to thank all our loyal clients for the work we carry on together every day. We remain committed to offering the best hotels and holiday products, under the best conditions, to all our customers."*

Hotelbeds Group will participate next week at the World Travel Market fair in London, taking place on the 6th, 7th and 8th of November (stand GV100).

On Wednesday 8th of November at 2.30pm, the company will host a panel discussion called '[The future of hotel distribution technology](#)' on the WTM Travel Tech Theatre (TT390).

The panel will be hosted by Sam Turner, Head of Sales at Hotelbeds Group, and features Markus Keller, Senior Vice President at Accor Hotels, Jonny Marsh, Co-Founder and Chief Operating Officer

at loveholidays, and Bluecy Zhang, Vice President of Sourcing at Haoqiao. Together they will explore their views on the challenges and opportunities hotels are facing from disruptive technologies such as artificial intelligence and big data, along with the entrance into the field of new technology players.

## **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 120,000 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

Follow APItude on Twitter: @Hotelbeds\_API

Follow us on Facebook: @HotelbedsGroup

## **Hotelbeds Group media contact:**

### **Media Relations and Corporate Affairs**

Cristina Román

[croman@hotelbeds.com](mailto:croman@hotelbeds.com)

[1] These trends are based on data from Hotelbeds Group during the full year '16/'17.

Figures and data obtained from the last fiscal year of Hotelbeds Group, from 1st October 2016 to 30th September 2017. These figures do not include data from Tourico Holidays and GTA, companies recently integrated to Hotelbeds Group.

Thumb image

