

Hotelbeds Group's tours & activities website isango! confirms growth success story

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- Sales increase of 87% over last four years
- Over 7,500 experiences and activities in more than 300 destinations are now connected to the isango! platform
- Significant expansion of in-destination bookings, with 215% bookings increase during last year

Palma, 24 of November 2017. Hotelbeds Group, the business-to-business provider of services to the travel industry globally, has announced today results confirming the successful growth of the Group's tours & activities arm **isango!** – the web-based specialist retailer of tickets for tours, experiences and attractions in both the B2C and white label solutions channels.

Overall isango! – which operates a range of websites such as isango.com, [Local Paris Tours](#), [Hop on Hop Off Bus](#) and [Love Orlando Tickets](#), plus offers white label solutions to B2B clients such as airlines and online travel agencies – has achieved 87% growth in trading over the last four years, year-on-year representing a compounded annual growth rate of 36%.

This success has been driven by a significant increase in the offering available on the isango! platform, which now sells 7,500 tours and activities in more than 300 destinations worldwide including attractions such as the [Eiffel Tower](#) in Paris, [Sagrada Familia](#) in Barcelona and [Statue of Liberty](#) in New York.

Particular success has been achieved in gaining bookings from travelers in-destination, with a growth rate in bookings of 215% in the last year, and growing 640% over the last four years. This expansion has been matched by growth in its non-English language websites, which over the last three years have grown as a proportion of the overall isango! business.

Javier Arévalo, Managing Director of the Transfer & Activities Bank (TAB), the unit that isango! forms a part of at Hotelbeds Group, states that *"This business has experienced exponential growth thanks to its mission to stay ahead of the pack. The launch of a great selection of websites to fill in gaps in the travel distribution marketplace helps travelers in booking those longer, more extensive holiday packages that include tours, experiences and activities."*

Vinay Gupta, Managing Director of isango!, assures that *"We are very proud that our hard work in understanding the needs of tourists has been successful and allowed us to become a real "gateway", as our name means in the Zulu language. We will keep performing our best trying to shed light on the favorite cities worldwide and top attractions. We want to offer all the possibilities that form the tourist bucket list and beyond, delivering awe-inspiring travel experiences. "*

About isango!

isango! is a specialist retailer of tours, experiences and attraction tickets. We work across 300+ destinations with more than 7,500 experiences to choose from. Working alongside the best local operators from around the world, we curate travel content, products and services, ensuring our customers are well informed and easily able to choose the right experience for them. We deliver only the best to our customers, with all isango! products handpicked by our expert travel team. Our team are forever on the hunt for quality, once-in-a-lifetime travel experiences to suit the varying budgets

and interests of our customers. This thorough selection process for tours, trips, and activities has resulted in a growing customer base of more than 150 countries around the world. We pride ourselves on our high customer satisfaction score conducted by independent rating agency – [Feefo](#).

isango! is part of Hotelbeds Group, the B2B provider of services to the global travel industry. We sell our tours and activities via a portfolio of web sites – [isango.com](#), [Hop on Hop Off Bus](#), [Local Paris Tours](#), [Love Orlando Tickets](#), [Just London Theatre Breaks](#), [Paris Magic Moments](#), among others – as well as offering white label solutions to travel industry companies such as online travel agents, airlines and tour operators.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the world's leading bedbank, including the brands Hotelbeds, Bedsonline, Tourico Holidays, GTA and Travel Cube.

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.

The company connects around 7,000 wholesaler clients across more than 120 source markets globally with travel providers in over 180 countries representing more than 170,000 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).

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Hotelbeds Group media contact:

Arenalia Comunicación

Irene Garcia / Eguz Anon

igarciaarnau@arenalia.com / eaon@arenalia.com

Tel +34 660 201 020

Media Relations & Corporate Affairs

Cristina Román

rtownsend@hotelbeds.com

Tel. +34 619 988 580

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