

[Long haul destinations boost German source market this summer](#)

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- Long haul destinations emerge as winners in the growth battle for German travellers - with growth in Asian destinations
- Turkey and Egypt are back in business with high growth
- Overall growth offset by fall in city break trips for cities such as London and Barcelona
- Sun & beach destinations continue to grow, with Majorca remaining top destination

Berlin, 28th February 2018 - [Hotelbeds Group](#), the business-to-business provider of services to the travel industry globally, has announced today -ahead of ITB Berlin from 7-11 March- that bookings measured by room nights from the German source market for its bedbank brands - including Hotelbeds, Bedsonline, Tourico Holidays, and GTA -for this summer are already up on last year and that long haul destinations are emerging as the preferred choice for German holidaymakers.

Hotelbeds Group's figures show an overall 12% rise in Germans travelling to Asian destinations this summer, led by high growth in Indonesia (Bali) -, Thailand, and Japan - with noticeable growth for Singapore too. Additionally New York, a traditional summer destination for the German market, has increased significantly from last year and is the 2nd most reserved destination this summer.

German holidaymakers are also flocking back to both Turkey and Egypt, with Turkey experiencing significant growth and Egypt seeing a very high increase in bookings. For example Antalya in Turkey has moved up from 53rd position to 8th place as the most popular destination for German travellers this summer.

Despite the overall growth in room nights for Hotelbeds Group's bedbanks and increase in both long haul travel and bookings for Turkey & Egypt, this growth has been offset by a slight downward trend of European city trips. In particular cities such as London and Barcelona have seen a drop in bookings.

Commenting on this summer's German travel trends, Carlos Muñoz, Managing Director Bedbank, Hotelbeds Group, said *"According to bookings via our bedbank portfolio Germans are showing higher interest in holidays than this time last year, perhaps reflecting the recent positive economic trends in Germany.*

"In Turkey and Egypt a return of political stability and increased security to the region boosted the confidence of travellers and contributed to this recovery after the heavy declines suffered in previous years.

"But long haul travel is once again a trend for German travellers and perhaps this year's surprise. Asian inbound trips have increased by 12% and Indonesia, Thailand and even Japan are all seeing strong growth."

Traditional destinations still however prove irresistible for many German travellers, with Mallorca remaining the favourite destination for German tourists, followed by New York, Crete and Las Vegas.

About Hotelbeds Group:

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the world's leading bedbank.

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, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 185 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 22,000 transfer routes and 16,000 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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