

Dubai sixth most reserved destination globally on Hotelbeds Group platform

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- Dubai is the sixth most booked destination worldwide and first in the region for Hotelbeds Group^[1]
- City represents 65% of the Middle East's total room nights for Group
- Recent additional new office opening shows Group's clear commitment to the region - with over 120 staff now in Dubai

Dubai, 24 April 2018.- [Hotelbeds Group](#), the world's leading bedbank, has confirmed today at Arabian Travel Market the significance of Dubai as one of the world's most visited cities.

Dubai's sixth place ranking in the top worldwide destinations booked via the Hotelbeds Group bedbank platform - which includes the brands Hotelbeds, Tourico Holidays and GTA - compares with Orlando as the top city, followed by New York, Paris, Rome and London.

Among Middle Eastern city destinations, Abu Dhabi and Doha rank in second and third position, but with Dubai having quite a significant lead over both. This is reflected in the fact that Dubai accounts for 65% of the total room nights for the Group in the Middle East.

According to the Group's booking data, Indian travelers are the segment who travel the most to Dubai, followed by United Arab Emirates (UAE) residents, Saudi Arabians and then Spanish nationals. Source markets that have registered the strongest growth compared to the previous year are, in ascending order, Spain, China, Germany and the USA (where growth has been very significant).

The peak tourist season in Dubai, according to Hotelbeds Group's reports, is from October to April, with January the month with the most visitors.

Sam Turner, Wholesale Sales & Sourcing Director at Hotelbeds Group has commented:

"Dubai has gained its tourism dominance due to its modern infrastructure and premium lodging landscape. According to the latest Euromonitor report, Dubai is the sixth most visited city on earth, surpassing even Paris, New York and Tokyo - truly remarkable for a city that few were visiting even only ten years ago.

“It appears that growth in markets such as China and India is boosting Dubai’s visitor numbers, but the city also has plenty of plans to drive domestic tourism and the family holiday segment. The expansion of mid-market lodging options together with Dubai Expo 2020 will encourage tourism growth as well.

“As part of our continued commitment to growth in the region, we have increased our local presence in Dubai. We have operated there since 1998 and last year we opened another office in the city. Altogether, we have over 120 employees in Dubai including sourcing, sales, finance and operations teams, all of them focused on both inbound and outbound business for the region.”

As part of its strategy to grow business in the Middle East region, Hotelbeds Group is attending the four-day travel trade show in Dubai. Following the recent integration of Tourico Holidays and GTA into Hotelbeds Group, this year’s ATM is the first time that all three wholesale brands – including the Hotelbeds brand – will be participating together on one stand (TT1430).

About Hotelbeds Group

Hotelbeds Group is 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 185 countries representing more than 170,000 hotels, 22,000 transfer routes and 16,000 activities.

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.

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[1] All figures and data quoted in this press release refer to bookings measured by room nights from the current fiscal year (starting 1 October, 2017) made via the Hotelbeds Group's bedbank platform -, which includes the brands Hotelbeds, GTA, and Tourico Holidays.

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