

## [Hotelbeds Group continues growth success story in the United States](#)

Submitted by patricia on Mon, 21/05/2018 - 09:47

- United States overtakes Spain as second largest source market for the Group globally in the wholesale channel[\[1\]](#)
- 2.3% of the whole market for United States inbound Chinese hotel bookings now generated by Hotelbeds Group[\[2\]](#)
- Denver is the fastest growing destination for the Group within the Mountain States region

**Denver, Colorado - May 18, 2018** - [Hotelbeds Group](#), the world's leading bedbank and business-to-business provider of services to the travel industry globally, has today confirmed that it is continuing its success story in the United States.

As a source market the United States has now become the group's second largest market worldwide for hotel bookings in the wholesale channel, up from third place and overtaking Spain in the last year. The Group sells in the wholesale channel to online travel agents, tour operators and airlines via its Hotelbeds, Tourico Holidays, and GTA bedbank brands.

Additionally the Group has continued its success in increasing inbound sales of hotel reservations of the United States as a destination. This has been achieved via leveraging the Group's leading position as the largest B2B bedbank globally, a position that has been diversified and enhanced further by the recent inclusion of Tourico Holidays and GTA into the Group.

For example, in the 2017 calendar year the Group's room nights for Chinese travelers into the US market represented 2.3% of all Chinese inbound hotel bookings across the nation.

This year's IPW event will be held in Denver, Colorado and the Group's booking data has positioned the city as the fastest growing destination within the region's Mountain States for room nights, with a 19% increase in the 2018 financial year, compared to the same period last year.

This encouraging growth for the Group in inbound bookings to Denver can partly be attributed to the incorporation of the GTA and Tourico Holidays bedbanks into the Group last year. The Group's Great Britain, South America, and the Middle East source markets have increased bookings to Denver by 25%, 40%, and 40%, respectively during the current financial calendar year; and Asia-Pacific is a fast-growing source market for Denver, with China having a 130% increase in bookings YoY.

**Lauren Volcheff, Head of Wholesale Sales in the Americas at Hotelbeds Group said**, "We are really thrilled to confirm that the US source market has now become the number two for our Group globally in the wholesale channel, overtaking Spain - with Orlando, New York, Paris, Rome and London occupying the top slots, in descending order. This comes from strong sales growth generated by the addition of new clients, in particular, in the airline and point redemption space."

Commenting on the China-US corridor **Matias Elisavetsky, Head of Sourcing in the Americas at Hotelbeds Group said**, "By matching our extensive network of travel intermediary clients based in China with our exclusively sourced inventory of Chinese-friendly hotel accommodation, I am proud to confirm that last year we captured 2.3% of all incoming Chinese reservation for hotel rooms in the United States - and this year we are hoping to increase that percentage further still."

Following the integration of the Tourico Holidays and GTA bedbanks into the Group the product portfolio has now expanded to over 170,000 hotels and over 60,000 travel-selling clients now use the platform.

Earlier this year, the Group also identified the best profiles across the three companies and confirmed the appointment of the top 350 positions at both senior management and management levels to support Hotelbeds Group's commitment to provide its partners and clients with the most innovative and competitive solutions available. Most recently, the Group announced the appointment of Chris Branagan as its Director of Technology and Executive Committee member to further improve the bedbank's technology offering.

Hotelbeds Group will be exhibiting its extensive line of travel offerings during IPW in Denver from May 19-23. The three wholesale brands, Tourico Holidays, GTA, and Hotelbeds will be participating together in one stand. To speak with a Hotelbeds Group representative at IPW Denver, visit Booth 558-564.

## **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 200 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.

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

And twitter: @HotelbedsGroup

Follow APItude on twitter: @Hotelbeds\_API

## **Hotelbeds Group Media contact**

Media Relations & Corporate Affairs

Alicia Orta Stanford

[1] This ranking and the Denver booking figures refer to bookings measured by room nights from the current fiscal year (starting 1 October, 2017) made via Hotelbeds Group's bedbank platform, which includes the brands Hotelbeds, GTA, and Tourico Holidays.

[2] This is an estimation based upon figures provided by Brand USA for the total number of all room nights in the United States booked by all Chinese travelers visiting the country in 2017.

Thumb image

