

# [Winning World Cup strategy for Hotelbeds Group in Russia](#)

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- Group increases reservation of Russian hotels by 100% compared to same period last year - with some source markets increasing by up to factors of seven
- Spain, Mexico and the UK are the top source markets using the Group's platform to book Russian accommodation during the FIFA World Cup 2018
- However, domestic bookings from Russian nationals during World Cup period have decreased

**Palma, 26th June 2018.** Hotelbeds Group, the world's leading bedbank, has announced a surge in reservations of over 100% for Russian hotels via its bedbank platform due to the FIFA World Cup tournament from June 14 to July 15.

According to Hotelbeds Group's latest figures for bookings made via its bedbank brands - Hotelbeds, GTA, and Tourico Holidays - the Mexican and Brazilian source markets have experienced the biggest growth, with both having increased seven-fold the overall number of reservations for Russia<sup>[1]</sup>.

Based on these same figures Spanish nationals are the top market travelling to Russia during this period, followed by Mexicans, Britons, United States nationals, Israelis, Chinese, Indians and Brazilians.

Meanwhile it should be noted that the number of reservations from Russian nationals during this World Cup period has decreased 26% compared to the previous year.

Moscow, which will host twelve of the games, has proved the most popular destination for reservations made via the Group's platform, almost tripling bookings in this period compared to the same period last year.

**Sam Turner, Wholesale Sales & Sourcing Director at Hotelbeds Group commented:** "We are very pleased to announce that we have increased by 100% our room night reservations in Russia for this World Cup, exceeding our expectations by some way - particularly for source markets like Brazil and Mexico where we have grown Russian bookings by a factor of seven.

"The Russian government has lived up to expectations by putting into practice very thorough and organised protocols for this event. We have noticed an increase in investment in the main Russian cities, mainly by refurbishing and upgrading the overall standard of properties. It can also be noted that there have been significant investments in construction. Additionally many investments in infrastructure have been made such as highways, airports and points of interests, amongst others.

"Russia has more than 5,000 hotels, a figure that increases as hotel chains inaugurate new establishments every year and we consider it a promising and growing market for both inbound and internal hotel reservations."

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[1] These figures are measured by room nights and are based on bookings made only via Hotelbeds Group's bedbank platform, which includes the brands Hotelbeds, GTA, and Tourico Holidays.

## **About Hotelbeds Group**

Hotelbeds Group is the world's leading bedbank and 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, 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.

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