

# **Hotelbeds confirms Germany as fifth largest source market globally**

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- Germany is the fifth largest source market worldwide – and the third in Europe – for Hotelbeds.
- Majorca, Antalya and Crete remain the most booked destinations on the Hotelbeds platform for Germans this summer.[\[1\]](#)
- New York, Barcelona and London lead international city destinations.

**Palma, 28th February 2019.** Hotelbeds, the world's leading bedbank, has revealed ahead of ITB Berlin – which will take place this year from Wednesday 6 to Sunday 10 March – has confirmed Germany as its fifth largest source market globally and third largest European source market.

Additionally Hotelbeds' booking data has confirmed that European beach destinations are the most in demand this summer for German tourists, with Majorca remaining the most popular and Antalya remaining the second most popular, followed by Crete.

New York is the most popular international city choice for Germans this summer and the 4<sup>th</sup> most popular overall preceded by Majorca, Antalya and Crete. At an international level New York is followed by Barcelona and then London, with Barcelona replacing London as the second choice compared to last year.

For Germans choosing Asian destinations this summer, Bali is for another consecutive year the most visited destination for the Germany source market – and the 14<sup>th</sup> most popular overall, but down from number 7 last year.

**Carlos Muñoz, Bedbank Managing Director of Hotelbeds** said: "Ahead of ITB I am proud to confirm that in our new and enlarged business Germany is the fifth largest source market globally for us, and the third in Europe.

"Next week's ITB will be a particularly exciting edition for us as it will be the first one as one consolidated company. Over the last year we've been working hard to create one new and enhanced business: a new and consolidated leadership structure; a much stronger sourcing team that has now increased to over 1,100 employees globally; one single account management and billing point for all partners including travel buyers and hoteliers; the launch of a Product Management department; and an enhanced IT structure that is almost completely migrated onto one, new platform.

"All these changes in our business form part of the long-term strategy we set out in 2017 to be the world's leading bedbank. In particular I'm looking forward to meeting with our hotel partners to discuss how we have adapted our offering for hoteliers by giving them increased access to hard-to-reach travel buyers such as travel agents, points redemption schemes, airline websites and tour operators – channels that offer higher-value and incremental bookings."

Hotelbeds will participate at the ITB fair in Berlin, taking place from Wednesday 6 to Thursday 10 March, can be found on stand 110, in hall 9.

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[1] All information included in this press release is based upon year-on-year trends for bookings made via wholesale bedbanks that form part of Hotelbeds – including Hotelbeds, GTA and Tourico Holidays – up to 7 February 2019.

## **About Hotelbeds**

Hotelbeds is the world's leading bedbank.

The company'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 under the Hotelbeds brand in the wholesale channel and the Bedsonline brand in the travel agents channel, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 185 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 activities.

In September 2016, the company became independent under the ownership of Cinven and the Canada Pension Plan Investment Board (CPPIB). In June 2017, Tourico Holidays became part of Hotelbeds, followed by GTA also joining the company in October of the same year.

The company is headquartered in Palma de Mallorca, Spain.

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