

## **Hotelbeds connects over 40,000 hotels in Asia-Pacific with high-value B2B buyers globally**

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- Hotelbeds confirms that over 40,000 unique hotels are now contracting with Hotelbeds across Asia-Pacific.
- Hotel partners in Asia-Pacific gain access to global network of 60,000 high-value clients such as retail travel agents, tour operators, airlines and points redemption schemes.
- Such B2B travel buyers provide hotels with long-stay guests from the US and Europe, who stay for longer, cancel less, pay more per night, spend more in destination and come back more often.
- News announced during MarketHub Asia event taking place in Bali, with over 300 leading travel B2B buyers in attendance.

**Bali, 22 October 2019.** [Hotelbeds](#), the world's leading bedbank, has provided an update on contracted hotels in the Asia-Pacific region during its MarketHub Asia event taking place this week in Bali.

Hotelbeds can confirm that currently a total of 40,000 unique hotels in Asia-Pacific are available via its system, making up almost a quarter of the company's 180,000 hotels around the world.

Approximately 10,000 hotels in the region available via Hotelbeds are contracted under exclusive terms and conditions via the company's local team of around 200 contractors in top destinations across Asia-Pacific.

In Bali, where the MarketHub Asia event is taking place, the number of hotels contracted has already reached a total of 1,300 hotels available to book.

The 40,000 hotel partners working with Hotelbeds in the Asia-Pacific region gain access to over 60,000 B2B travel buyers around the world, including retail travel agents, tour operators, airlines and points redemption schemes.

Such B2B travel buyers offer hotels incremental reservations from non-domestic and long-haul source markets, providing guest who book further in advance, with lower cancellations rates, higher ADRs, and increased spend in destination.

Today's news follows the recent announcement in the region of Hotelbeds becoming the first bedbank distribution partner for OYO Hotels & Homes, the world's sixth largest hotel chain.

**Miguel Anaya, APAC Regional Director for Sourcing at Hotelbeds**, said: *"We have a long-standing presence in the region – in some countries over 20 years – and this has helped us to build strong relationships with local hotel owners keen to attract long-haul guests visiting from the US and Europe. Such guests provide our hotel partners with long-stay bookings with higher ADRs and greater spend whilst at the hotel."*

*“Unsurprisingly these hotels are keen for more such guests and that’s why we are able to enter into exclusive deals with local hotels, making our inventory even more desirable to the 60,000 plus B2B travel buyers we work with globally – in turn resulting in more hotels wanting to work with us.”*

The 2nd edition of MarketHub Asia is an invitation-only, three day event taking place from Tuesday 22 to Friday 25 October in Bali, with around 300 of Hotelbeds’ most important partners from all the key source markets of Asia-Pacific and the Middle East.

Attendees this year include senior executives and decision makers from tour operators, airlines, and loyalty and reward points schemes.

Representatives from Skift, Phocuswright and Web in Travel are all participating in key-note speeches and panel sessions focused on the event’s ‘SHIFTING FUTURES’ theme, exploring how the travel sector should react to changes and shifts in the industry in terms of key topics such as technology, the complexity of distribution, shifting consumer trends, payments and data.

For more information about the MarketHub Asia event please visit <https://themarkethub.com/asia/>.

## **About Hotelbeds**

Hotelbeds is the world’s leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the ‘Beyond the Bed’ product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

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