

## **New report: Reach, Growth, and Occupancy. The real value of the bedbank distribution model**

Submitted by Whitney Wang on Wed, 30/10/2019 - 03:23

- New report, published by Hotelbeds, highlights value bedbanks offer hoteliers.
- Findings highlight how bedbanks add value to hoteliers through access to incremental, high-value guests from opaque B2B channels such as travel agents, tour operators and airlines.
- Report emphasises the role bedbanks can play in supporting hoteliers address the challenges of maintaining rate integrity.
- The 20 page document is available for download free to travel industry professionals.

**Palma, Spain 30<sup>th</sup> October 2019** – [Hotelbeds](#), the world's leading bedbank, has today published an in-depth report into the bedbank sector.

*Reach, Growth, and Occupancy: the real value of the bedbank distribution model* has been commissioned by Hotelbeds and explores the unique role that bedbanks play in the hotel industry, highlighting two areas in particular where bedbanks can add value to hoteliers:

- 1) The ability of Bedbanks to provide easy access to opaque B2B channels globally including retail travel agents, tour operators, airlines and points redemption schemes is highly attractive to hoteliers, as such channels tend to provide incremental bookings from higher value international guests.
- 2) The role Bedbanks can play in supporting hotels to tackle the challenge of maintaining rate integrity across multiple distribution channels; in particular by combatting rogue, non-contracted OTAs that sell discounted rates originally intended for other channels.

The report was produced following in-depth research of the sector – including interviews with both hoteliers and B2B travel buyers – and is authored by Robert Cole, Phocuswright's Lodging and Leisure Travel Senior Research Analyst.

Additionally the 20 page report includes case study interviews and infographics, as well as covering the history of bedbanks, introducing the ecosystem of players involved, explaining the billing and settlements models involved, and updating readers on the technology and operations platforms used to connect hotels with B2B travel buyers.

**Carlos Muñoz, Managing Director at Hotelbeds**, said: *“Due to the behind-the-scenes nature of what our sector does, we felt that bedbanks do not have the visibility and recognition that they deserve for the value they bring to the hotel distribution chain.*

*“To address this we commissioned this report and we feel that its results address many of the misconceptions held about bedbanks – for example by showing that bedbanks provide access to*

*much more than just OTAs and instead offer access to higher-value, opaque booking channels such as tour operators and retail travel agents.*

*“We are really excited that this will produce some much needed debate and look forward to sharing its findings with our partners and prospects across the sector in person.”*

A full copy of the 20 page document can be downloaded for free from the Phocuswire website via the following weblink: <https://www.phocuswire.com/Hotelbeds-value-of-bedbanks-report>

## **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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