

Bedsonline confirms strong Australia sales growth

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- Bedsonline confirms strong growth in room night sales as a result of new brand identity and proposition launch in January 2019, up by around 40% year-on-year.
- Following integration of GTA and Tourico Holidays into parent group, sister brand TravelCube's customers migrated onto Bedsonline's class-leading booking platform in January - increasing from 55,000 to 180,000 the number of hotel properties available.
- Australia is the 3rd biggest source market for the combined Hotelbeds and Bedsonline brands' Asia-Pacific and 7th biggest globally, up from 8th place last year.
- Bedsonline to organize a 'famil' trip for Pacific top travel agents in 2020.

Sydney, 30th December 2019. - [Bedsonline](#), the leading global provider of accommodation and complementary travel products exclusively for travel agents, has today confirmed strong growth in Australia.

According to Bedsonline's booking data, since the launch of the new brand identity and value proposition in January 2019 the number of room nights sold from the Australia source market has grown by approximately 40% year-on-year.

As a source market Australia remains the combined Hotelbeds and Bedsonline brands' 3rd biggest source market in the APAC region and the 7th biggest source market for the company globally, up from 8th place last year.

This growth has been driven by the new value proposition of Bedsonline, following the integration of GTA and Tourico Holidays into Bedsonline's parent group and sister brand TravelCube's customers migrating earlier this year onto Bedsonline's class-leading booking platform.

The new and enhanced platform now gives travel agents a powerful and user-friendly technology, along with local support, plus a diverse and competitive product portfolio - increasing from 55,000 to 180,000 the number of hotel properties available, whilst also providing 24,000 transfer routes and 18,000 activities, plus 140,000 cars available for hire.

To continue this growth Bedsonline plans to host 20 travel agents from the Pacific region for a 'famil' trip in 2020, details of which will be published soon. The purpose of this trip is to acquaint travel agents with the services and offerings of Hotelbeds' partner hotels in the chosen destination.

Peter Jones, Regional Sales Manager, Pacific at Bedsonline commented: "I am very proud to see the outstanding sales growth in Australia this year. The result has been driven by our new and enhanced platform but is also a reflection of our hard work and persistence in the Pacific region and I'd like to congratulate every team member - as well as, of course, all our travel agent clients for their loyalty.

“In particular we are very glad to hear the positive feedback from our travel retailers on the new enhanced offerings, improved payment options, operational support and loyalty rewards program. We are committed to being the ultimate partner for travel businesses and in 2020 will be working harder than ever.”

“To maintain our success and growth we are going to hold, for the first time, a ‘famil’ trip for the top agent from a selection of our different clients. We want to give them a first-hand experience of the portfolio of accommodation, activities, and transfers that we work with in the destination. Such trips are invaluable for travel agents so that they can then give their customers that genuine personal advice.”

About Bedsonline

[Bedsonline](#) is the leading global provider of accommodation and complementary travel products that exclusively caters to travel agents. It distributes through its online platform accommodation, excursions, tickets and transfers to more than 60,000 travel agencies with sales teams in over 40 countries covering over 100 markets globally.

The company stands out for its extensive portfolio – over 180,000 hotel properties in 185 destinations, 24,000 transfer routes and 18,000 activities – to offer a personalized local service through an intuitive and easy-to-use online booking tool. In this way, Bedsonline guarantees high availability and competitive prices to the great satisfaction of its clients.

The business-to-business online provider has focused its strategy in recent years on the expansion of new markets in Europe, America and Asia, such as Germany, the Czech Republic, Mexico, the United States, Colombia, China, Japan and the Philippines. This strategic vision has led the company to occupy a position of advantage in the industry.

Bedsonline is part of Hotelbeds, the world’s leading bedbank and business-to-business provider of services to the travel industry globally, and is headquartered in Palma, Spain.

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