

# **Hotelbeds confirms Dubai among its top three destinations during pandemic ahead of ATM show**

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- Ahead of the Arabian Travel Market (ATM) in May, Hotelbeds confirms that Dubai has remained among its top three destinations throughout the pandemic.
- Despite the crisis, Hotelbeds has recovered to pre-COVID levels in the wider UAE.

**Dubai, 28<sup>th</sup> April 2021** – Ahead of the Arabian Travel Market (ATM) taking place in Dubai next month, [Hotelbeds](#), the world's leading bedbank, has revealed that the prestigious city has consistently been within its top three destinations by room nights sold throughout the COVID-19 pandemic.

In addition, Hotelbeds, despite the crisis, has recovered to pre-COVID volumes, year to date, for the wider UAE as destination. Both early bird bookings and last-minute reservations characterize the majority of the room nights sold.

**Regional Sourcing Director, Ali Taheri, commented:** "While the whole of the travel industry has been severely impacted by the COVID-19 crisis, it is fantastic news that we can name Dubai as one of our leading destinations during this time, highlighting its enduring magnetism for travellers.

"As a region, and as a team, we have been able to maintain high levels of resilience during these unprecedented times and this is due to a number of factors. Firstly, having exposure to a diversified domestic and international client base protected us against the risk of lost volumes in closed corridors and secondly, we benefitted from uninterrupted cash flow while many players were facing systemic cash restrictions. And last but not least, the destructive nature of the pandemic brought out the streetfighter spirit in the team!

"We're now looking forward to a strong recovery, not just in our region but across the sector globally, for our wonderful industry."

Members of the Hotelbeds team who have been vaccinated are looking forward to attending the ATM show to have the opportunity to reconnect in person with partners and customers.

## **About Hotelbeds**

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties 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 25,000 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.

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