

# **Hotelbeds confirms strong LATAM sales growth**

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- Beach destinations, such as Brazil and Mexico, have experienced the strongest growth in bookings, up 28% and 20% respectively compared to 2019.
- Punta Cana has consolidated its position as the destination with the highest growth in the last 4 weeks with 80%\* more bookings.
- Colombia, Argentina, Peru and Chile are also among the countries that are showing the most improved signs of recovery in LATAM in recent weeks.

**Palma, Spain, 22<sup>nd</sup> September 2021** - [Hotelbeds](#), the world's leading bedbank, has today confirmed a strong growth in hotel bookings in several Latin American destinations.

According to Hotelbeds' booking data, as a result of new openings in Latin American countries, the number of room nights sold has grown exponentially in countries such as Mexico, Brazil, Argentina and Colombia in the last 8 weeks.

Over the same weeks, Brazil has increased its bookings by 28%\*, making it one of the beach destinations with the strongest recovery while Mexico has also experienced a growth of around 20%\*. The most popular Mexican destinations, for both local and international travellers - especially from the US -, are Cancun, Riviera Maya, Los Cabos and Puerto Vallarta.

During the last 4 weeks in the Caribbean, Punta Cana has gained a lot of momentum and bookings have increased by 80%\*. Puerto Rico and Jamaica have also been well positioned as destinations with solid growth recently.

Other countries, such as Colombia, Peru, Chile and Argentina, are gradually recovering to pre-pandemic levels now that their borders have opened.

**Gisela Blok, Regional Sourcing Director LATAM at Hotelbeds said:** "We are delighted to be seeing these clear examples of pent-up demand in LATAM. As the borders open, bookings are steadily increasing demonstrating the incredible appetite for travel. We are very fortunate that we have a team based in LATAM who manage and support our hotel partners personally and directly at every stage of this recovery we are experiencing.

"In addition, we are delighted to say that all of our LATAM teams are gradually returning to the offices, while respecting local safety regulations, bringing back some of the normality of before the pandemic."

\*All figures are compared with corresponding data for the same period in 2019.

## **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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