

# [Hotelbeds expands luxury portfolio to meet rising consumer demand](#)

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**Palma, Spain, 1 May 2023** -[Hotelbeds](#) is seeing a notable rise in consumer demand for luxury travel with travellers around the world seeking more premium experiences than ever before. The trend has led the TravelTech company to respond by signing new partnerships, including The Lux Collective.

The United States, Mexico and Europe are among the largest source markets for luxury travel for Hotelbeds, while travellers from India (109%), Australia (216%), China (78%) and Spain (66%) have been increasingly looking for a premium experience over the past year versus the previous 12 months.

Nicolas Huss, Hotelbeds' Chief Executive Officer, doesn't see this momentum subsiding any time soon. "The post-covid 'carpe diem' mentality shows no sign of abating," he said. "Travellers want to make the most of every day and they don't want to compromise. We're seeing spend on travel remain a top consumer priority with people actively seeking unforgettable trips and are willing to pay for a high-quality experience."

Within Hotelbeds' country portfolio, the UAE, Mexico, Turkey, U.S. have the largest concentration of 5-star hotels with Thailand its fastest-growing destination. Meanwhile, Dubai, where Hotelbeds is exhibiting at Arabian Travel Market this week, continues to maintain its status as one of the company's largest luxury destinations with growth up 10% over the past year versus the previous 12 months.

This view is shared by other industry leaders, including Olivier Ponti, Vice President-Insights at ForwardKeys, who told the audience at Hotelbeds' MarketHub Europe last month that the luxury sector is a huge opportunity for the travel industry. "This year, premium travel is recovering much faster than economy, which is still 19% behind 2019 levels. It is even growing by 4% compared with pre-pandemic levels. Premium travellers represent a very interesting visitor profile because they tend to fly a lot, spend more than average, and also tend to spend more time at their destination than the average traveller," he said.

The Lux Collective ("TLC") is a global luxury hotel operator headquartered in Singapore and manages brands LUX\*, SALT, TAMASSA, SOCIO and Café LUX\*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

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## **About Hotelbeds**

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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