

B2B Travel Solutions: Hoteliers

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As a hotelier, you're always looking for ways to attract more guests, automate processes, and optimise your direct channel. However, without a strong network and strategy, these goals may seem out of reach. What if you had a platform that helped expand your network, attract high-quality guests, and boost direct bookings — all while saving time?

These platforms exist — mainly in the form of TravelTech companies offering B2B travel solutions. Below are some common problems hoteliers face and potential solutions, brought to you by our [HBX Group brands](#).

Problem: Not Maximising Your Booking Opportunities

How does your hotel receive its bookings? Direct channels, OTAs, and wholesalers are all valuable platforms, but they do not connect you with B2B buyers. Diversifying into the B2B market means you'll work with travel partners who will help fill your rooms with reliable, long-stay guests. These guests book in advance, spend more, and create a predictable income stream.

Solution: Expand Your Reach With a B2B Distribution Network

The B2B travel market is fragmented, consisting of different players such as travel agencies, tour operators, affiliates, and airlines. The good news? You can connect with all of them by using a B2B distribution network.

A leading hotel distribution solutions provider, [Hotelbeds](#) has an audience of 60,000 businesses, including travel agencies, tour operators, online travel agents, and wholesalers. Partnering with Hotelbeds gets your hotel in front of these professionals who actively book accommodations for their clients.

Want to expand your offering even further? HBX Group partners with [airlines](#), [financial institutions](#), [employee benefits programmes](#) and [eCommerce providers](#), putting your property in view of high-intent, loyal customers.

Problem: Maintaining Rate Parity

If your hotel's website lists a different rate than OTAs or wholesalers, your guests may get confused, and even lose trust. However, you likely manage various hotel distribution channels, so maintaining rate parity quickly gets overwhelming.

Solution: Gain Control With A B2B Distribution Partner

Hotelbeds uses cutting-edge data analytics, integration with channel managers, and continuous monitoring to detect inconsistencies. As a result, it has reduced hotel rate leakages by 75% in the past five years, boasting a rate discrepancy ratio of 0.005%. To tackle rate discrepancies, you'll need a similar platform with efficient data-sharing, channel integration, and real-time updates.

Problem: Underserved Direct Channel

When you have a well-designed website and a clear direct channel marketing strategy, you don't

only own your brand, but also create a professional image for your guests. Many hoteliers know how important direct channels are, but often lack the resources and strategy to convert direct bookings. This creates an imbalanced distribution mix, resulting in an over-reliance on OTAs.

Solution: Work With a Strategic Partner

Improving your [direct channel hotel distribution](#) requires a digital marketing strategy, knowledge of SEO and metasearch engines, and often, an investment in web design and software. If you're unsure where to start, you might want to work with a versatile partner specialising in the hotel industry.

[Roiback](#) is a solid option as it offers different services tailored to your needs. You can work with leading web designers for a user-friendly website, adopt Roiback's award-winning booking engine for a frictionless reservation experience, launch a rewards program for guest loyalty, or implement a mix of all these TravelTech solutions.

Problem: Reaching a Targeted Audience

If your guest base is mostly local, you may be looking to attract international travellers. Or if you only host leisure guests, you might want to expand into the business travel market. You aim to reach a new travel segment, but are unsure how and where to find them.

Solution: Explore New Hotel Distribution Strategies

Adjust your distribution strategy, launch targeted marketing campaigns, and partner with new travel networks.

That's exactly what [Hotel The Designers Cheongnyangni](#) did to expand its reach beyond its native South Korea and attract long-stay guests. By choosing Hotelbeds as its strategic partner, the hotel gained access to an audience of 60,000 global travel distributors. It also launched a discounted long-stay product to reward guests who stay longer. As a result, the hotel's sales increased by 10-15% per month, with both international and long-stay guests.

Problem: Inefficient Operations

Maintaining rate parity, managing availability, and handling cancellations or last-minute bookings can be time-consuming, especially when done manually.

Solution: Adopt the Right Technology

Save time, money, and energy by investing in B2B travel solutions. For example, Hotelbeds' [hotel extranet](#) allows you to update your profile with facilities, services, and photos, update inventory and rates, and set up campaigns for early bookings, long stays, and more.

If you're already using a [channel manager](#), you can easily integrate it with Hotelbeds, so you make the most of automation, data-driven reports, and real-time updates.

Problem: Meeting Guest Expectations

In a 2023 survey, experience management platform Medallia found that 61% of consumers would be willing to spend more for a personalised experience. For hotels, this means tailoring every step of the guests' journey from booking to post-stay. When guests have such high expectations, hoteliers may feel like they're falling behind.

Solution: Lean Into Data and Set Up Targeted Campaigns

Traditional ways of personalising the guest experience include greeting guests by name, remembering their preferences, and offering recommendations. With technology in the picture, you can combine these with data, analytics, and trends.

For example, if your goal is to reach more long-stay guests, you'll want to offer special packages and discounted rates for extended stays. Or if you'd like to attract business travellers, you might highlight relevant amenities like fast Wi-Fi, meeting rooms, and flexible check-in/check-out times in your offering. You can also bring the [latest travel trends](#) into your personalisation strategy, creating seasonal discounts, special holidays, and peak travel periods.

As a data-driven company, Hotelbeds combines its TravelTech solutions with expert account managers who will take the time to understand your hotel's unique needs. This way, you'll have a personalised offer for different types of travellers, aligned with your long-term goals.

Reach Your Goals With A B2B Distribution Network

Join the HBX Group family for innovative TravelTech solutions — whether that's [Hotelbeds'](#) extensive B2B travel network or [Roiback's](#) direct channel optimisation services. Our solutions do not interfere with your hotel's direct strategy, they simply complement them by adding a new revenue stream.

Ready to take your hotel to the next level? [Connect with us today.](#)

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