



# ACTE Conference Tourism

29<sup>th</sup> March 2022

*Marta Gonzalez Vazquez*

[www.hotelbeds.com](http://www.hotelbeds.com)



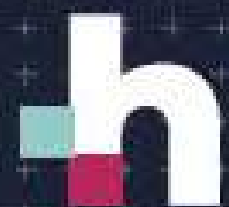


An introduction to **Hotelbeds**

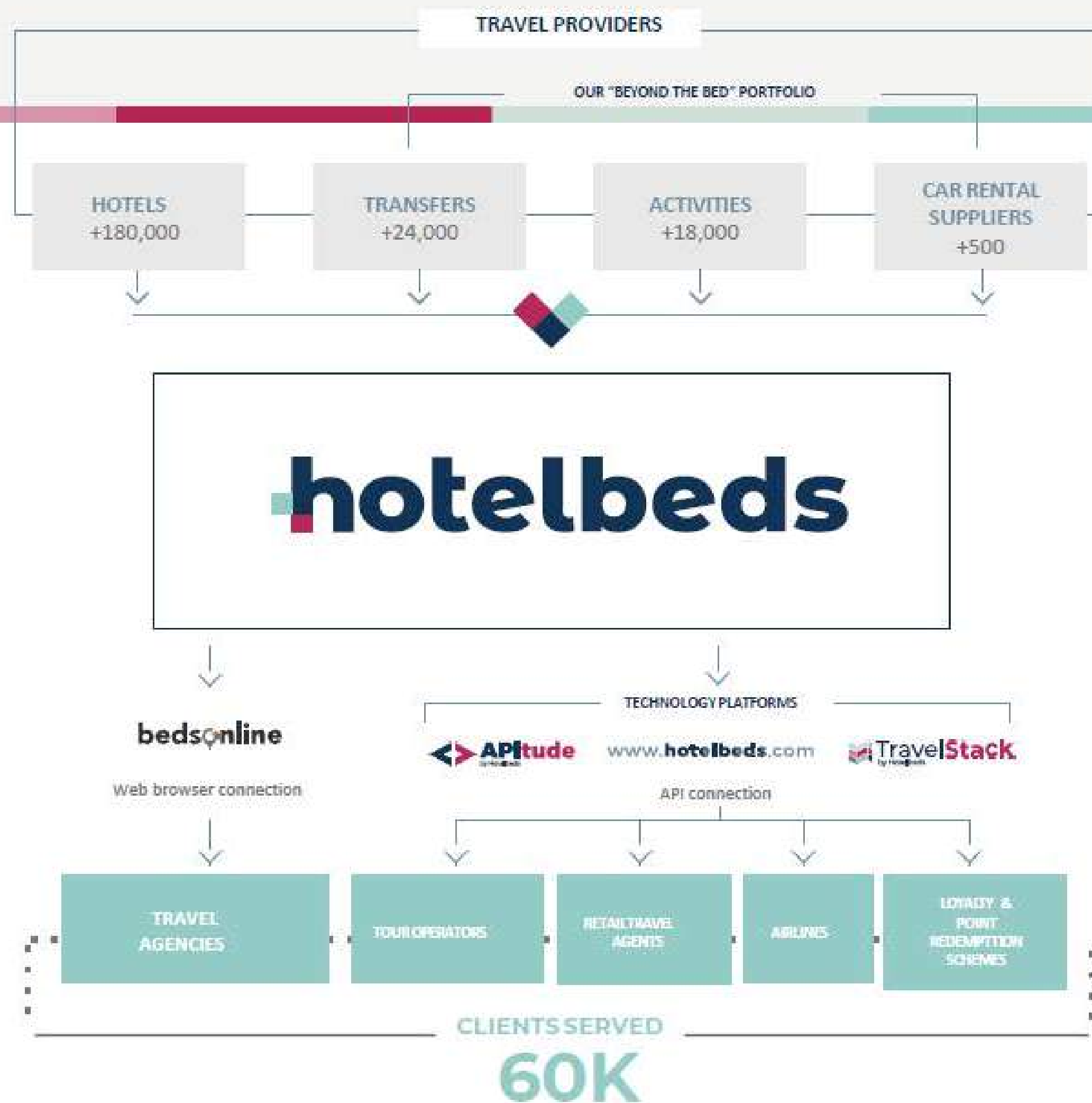
Our **product** portfolio

**Trends in the market**





# HOTELBEDS DISTRIBUTION MODEL



# HOTELBEDS: OFFICE WORLDWIDE

## HOTELBEDS OFFICES WORLDWIDE

60

offices worldwide.

+6 billion TTV

(Total Transaction Value)

Biggest single site is the head office in  
Palma de Mallorca, Spain – where over

1,650 people work.



**Total 60**

**Asia-Pacific** represents a fast growing part of the  
Hotelbeds – China is already  
the fourth source market in the region.



# SOME OF OUR TOP CLIENTS

**OVER 60,000 TRAVEL DISTRIBUTORS**

bringing higher value customers from +150 source markets

Some of our recent **STRATEGIC PARTNERSHIPS:**

onata



helloworld  
TRAVEL  
THE TRAVEL PROFESSIONALS

AIR CANADA

FLIGHT CENTRE  
TRAVEL GROUP

El Corte Inglés

BRITISH AIRWAYS

travel counsellors  
FOR BUSINESS

D-reizen

loveholidays

## AIRLINES

norwegian

jet holidays

easyJet

Virgin  
HOLIDAYS

## TOUR OPERATORS

TUI

travelsense

THE LOTUS GROUP

bookabed.co.uk

FTI

LMX  
Individuell

## TRAVEL AGENTS

VAMOS

Air met

Flaps Travel

Selectour

NAUTALIA

Carrefour  
viajes

## LOYALTY, EMPLOYEE & POINTS PLANS

AMERICAN  
EXPRESS TRAVEL

TRAVEL

avios





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# PRODUCT PORTFOLIO HIGHLIGHTS

1



## High value product coverage

- Over 90,000 **directly contracted** hotels & chains
- **Exclusive and unique portfolio** through our strategic partnerships.
- Obsession on **Rate Competitiveness**
- **Extensive rate coverage (FIT, BAR, NRF, OPQ)**
- **800+** contractors worldwide in 6 hubs

2



## Distribution and parity control

- **Proactive market monitoring** and distribution segmentation to deliver the best rate mix
- Strict distribution control (i.e BRG < 0.1%)

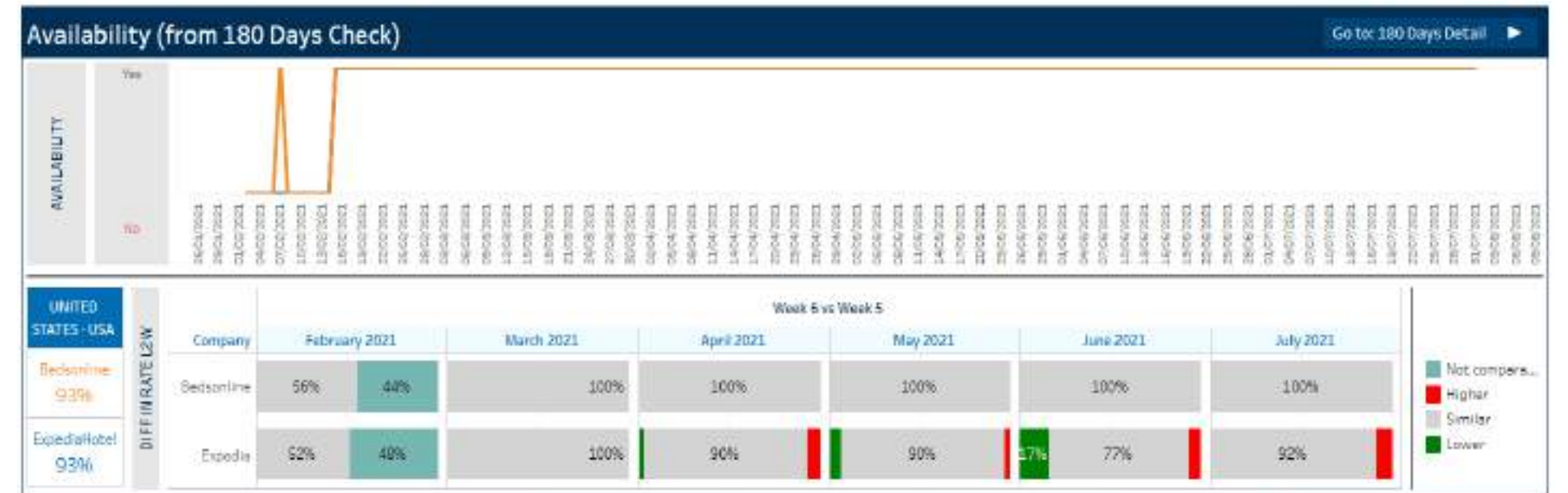
3



## Preferred Partnerships Clients

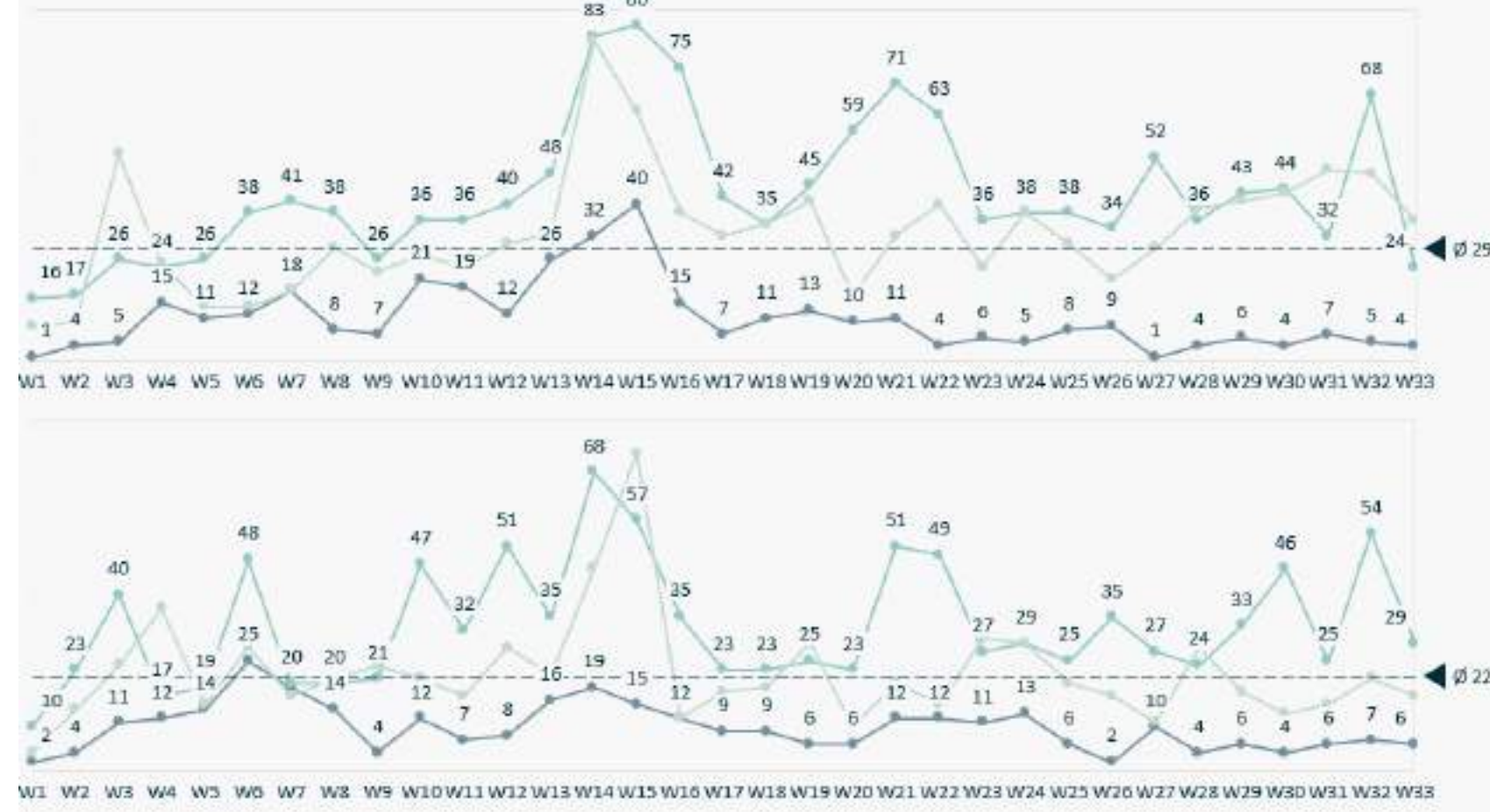
- *Wide and **competitive portfolio***
- ***Aptitude:** The fastest and lightest travel distribution connection.*
- Access to **exclusive rates**
- **Constantly improving** client service & support, collection & credit, marketing, currency management
- **Tailored and on behalf contracting**
- **One stop shop**

# OBSESSION ON RATE COMPETITIVENESS





# PROACTIVE MARKET MONITORING







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EUROPE has been performing at c.90% of pre-COVID volumes in the last week. This number was only 50% in early January when we had the full Omicron impact.

Gross

vL52W: -41%

vL12W: -27%

vL4W: -16%

vLW: -13%

Canx

vL52W: +36%

vL12W: +18%

vL4W: -10%

vLW: -10%

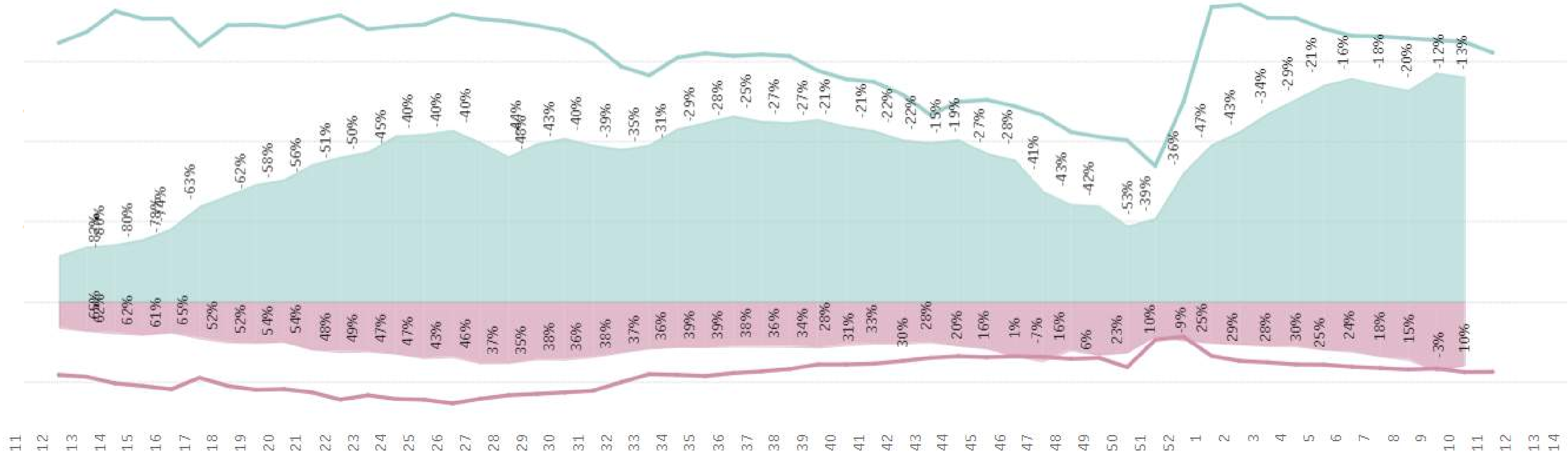
Net

vL52W: -43%

vL12W: -30%

vL4W: -18%

vLW: -15%



Net growth  
by FY arrival

FY21 -74%

FY22 YTD -32%

FY23 YTD 4%

RN Arrival Weekly Evolution FY21-22 vs FY18-19

FY22

LY YTD

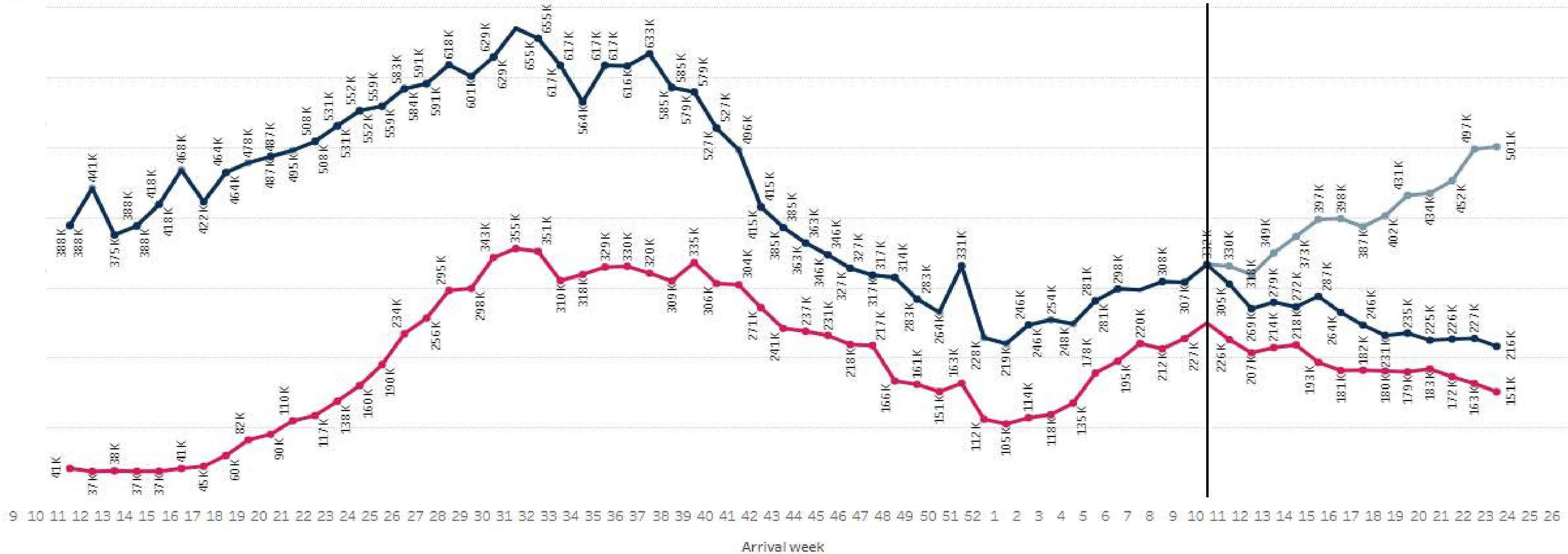
LY

vL52W: -56%

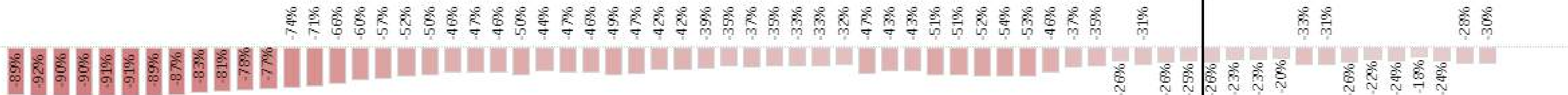
vL12W: -39%

vL4W: -27%

vLW: -25%



Growth



Net Growth

FY21 -74%

FY22 YTD Closed Arrivals -37%

FY22 -32%



CYPRUS destination has been performing better than in FY19 for 9 months now (except during the OMICRON phase in December/January).

Gross

vL52W: +2%

vL12W: +5%

vL4W: +37%

vLW: +52%

Canx

vL52W: -30%

vL12W: -28%

vL4W: 69%

vLW: 102%

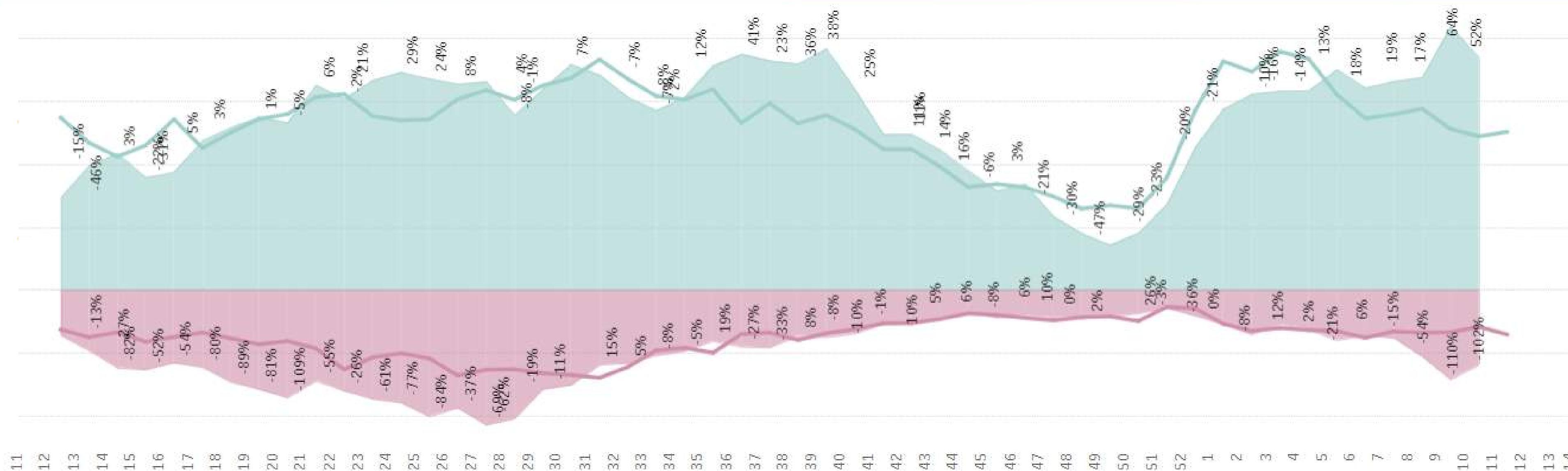
Net

vL52W: -9%

vL12W: -1%

vL4W: +26%

vLW: +36%



Net growth  
by FY arrival

FY21 -58%

FY22 YTD 16%

FY23 YTD 79%

RN Arrival Weekly Evolution FY21-22 vs FY18-19

FY22

LY YTD

LY

vL52W: -34%

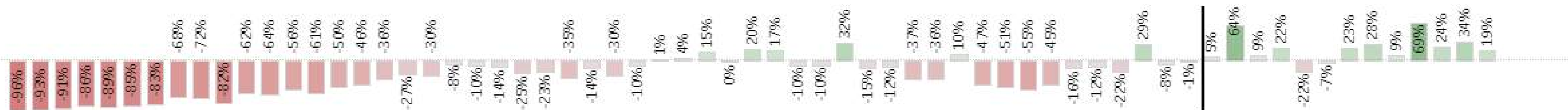
vL12W: -19%

vL4W: -2%

vLW: -1%



Growth



Net Growth

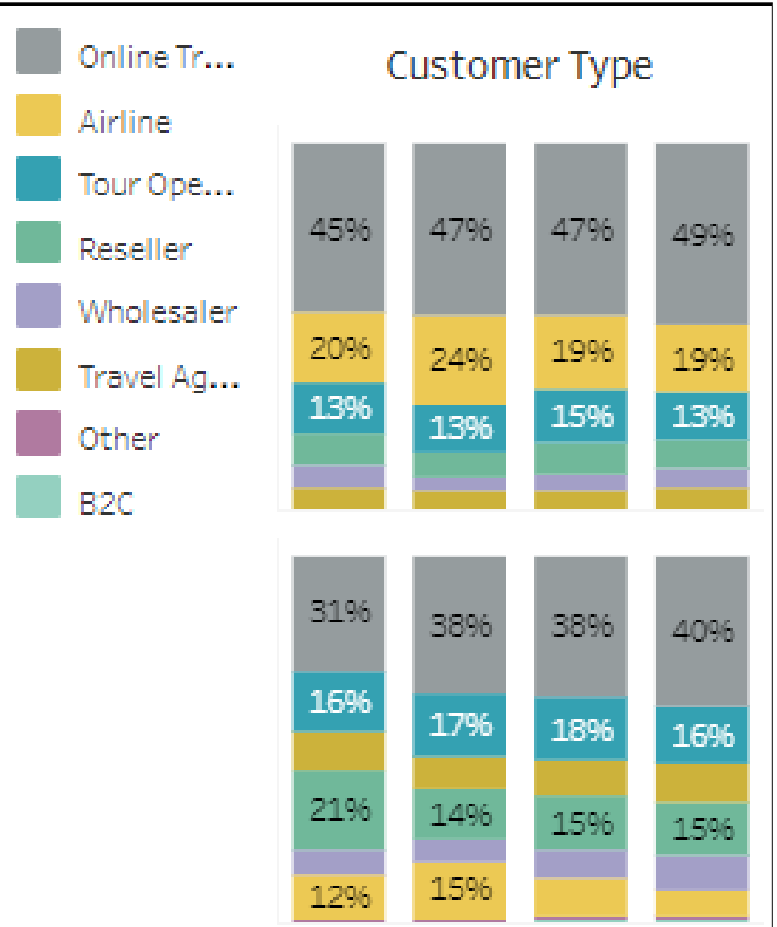
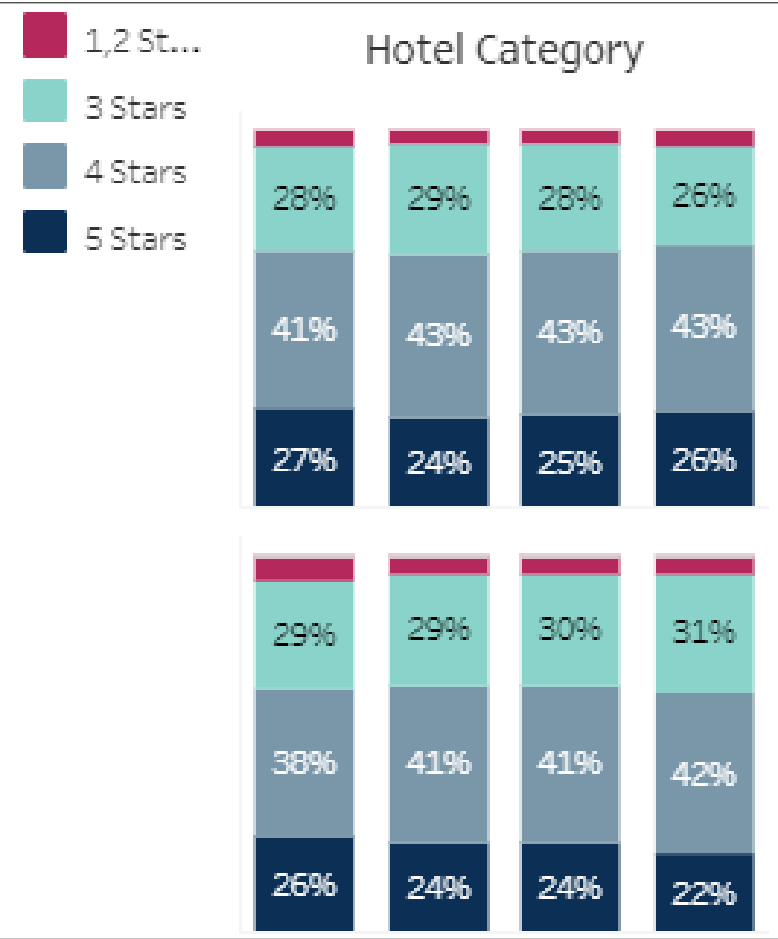
FY21 -58%

FY22 YTD Closed Arrivals 3%

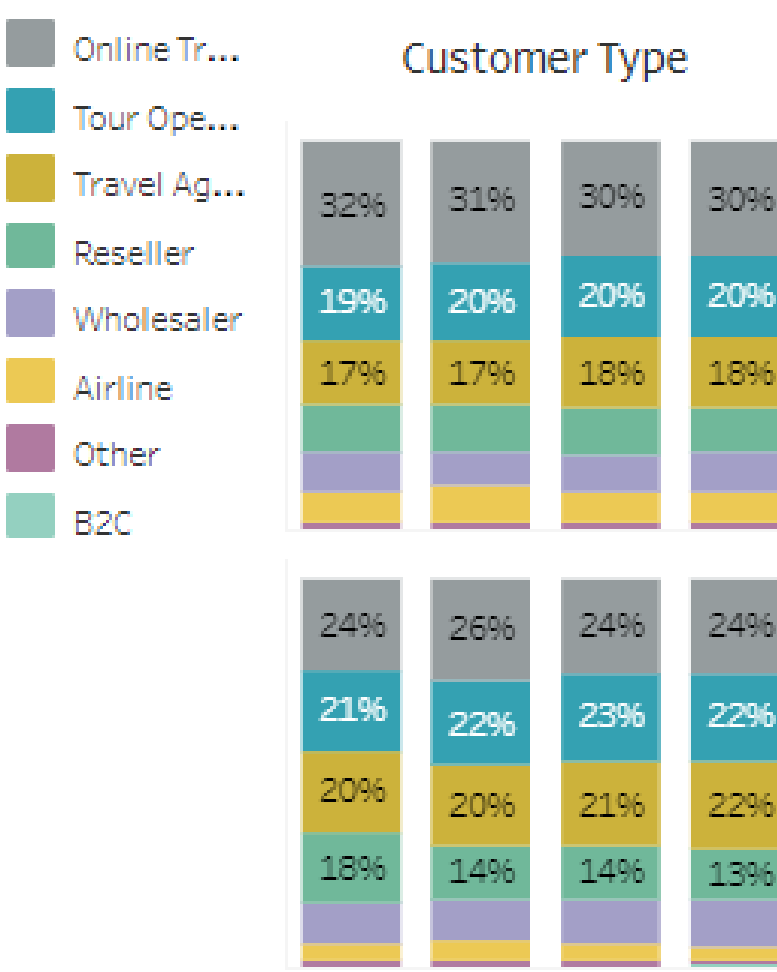
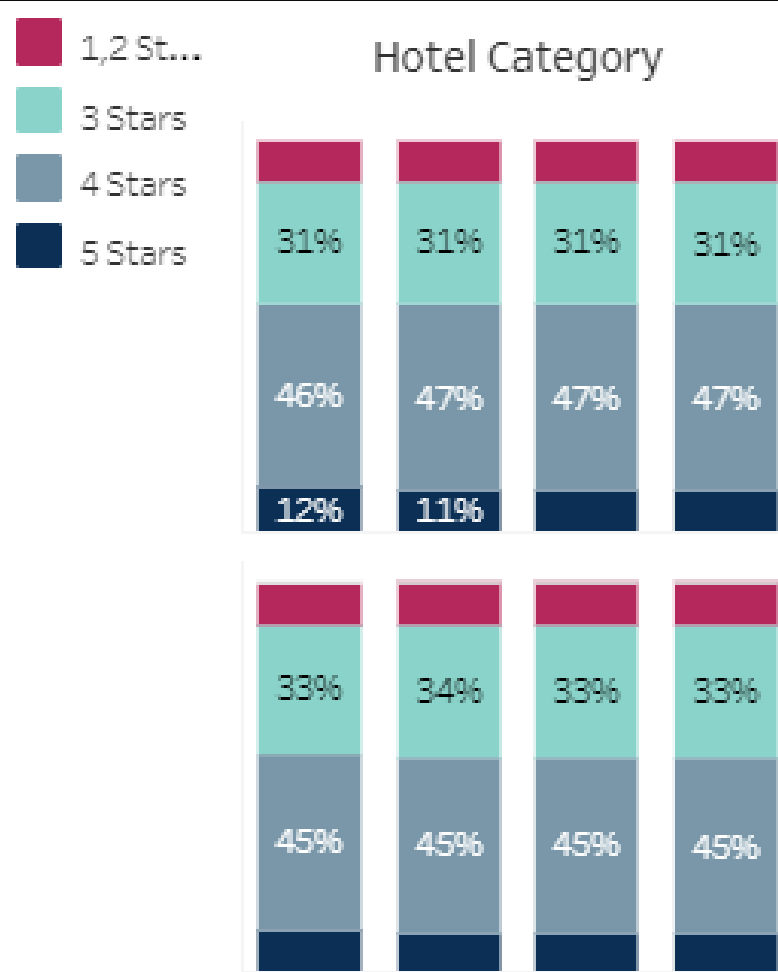
FY22 16%



### CYPRUS

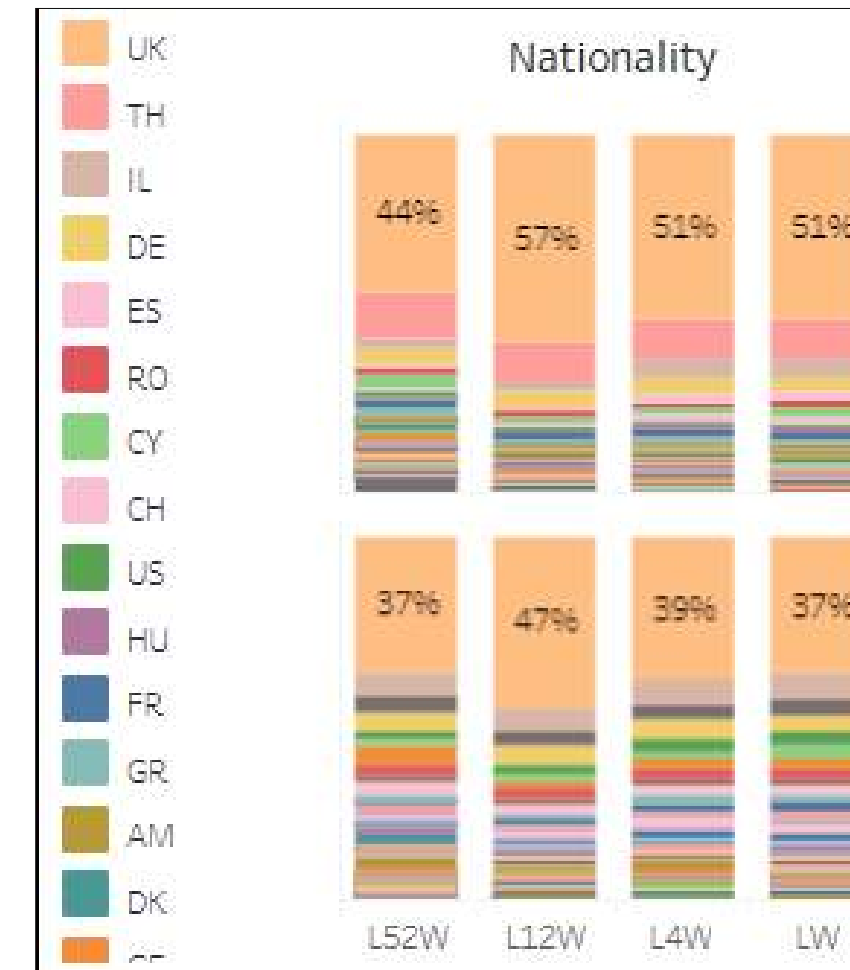
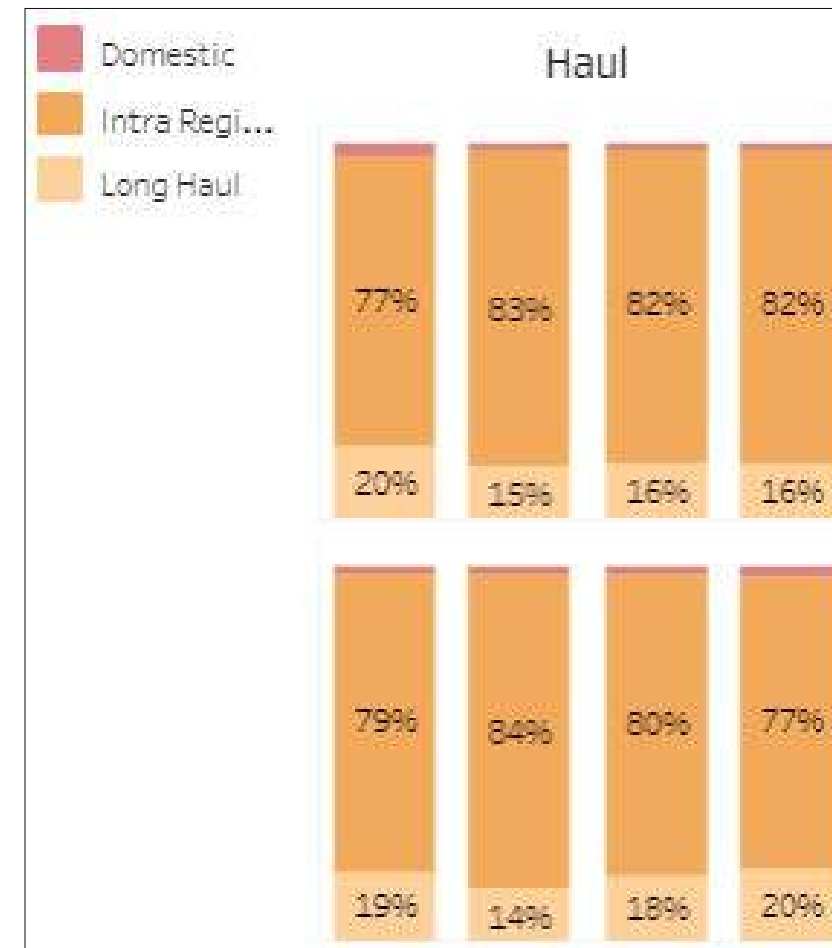


### EUROPE

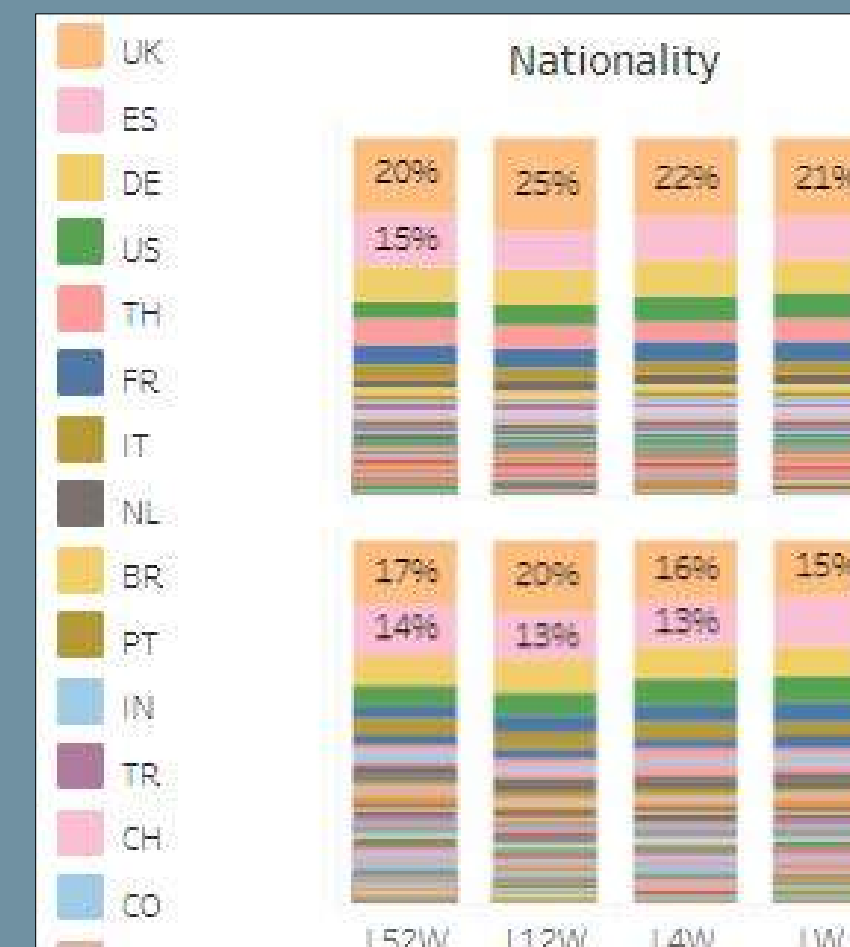
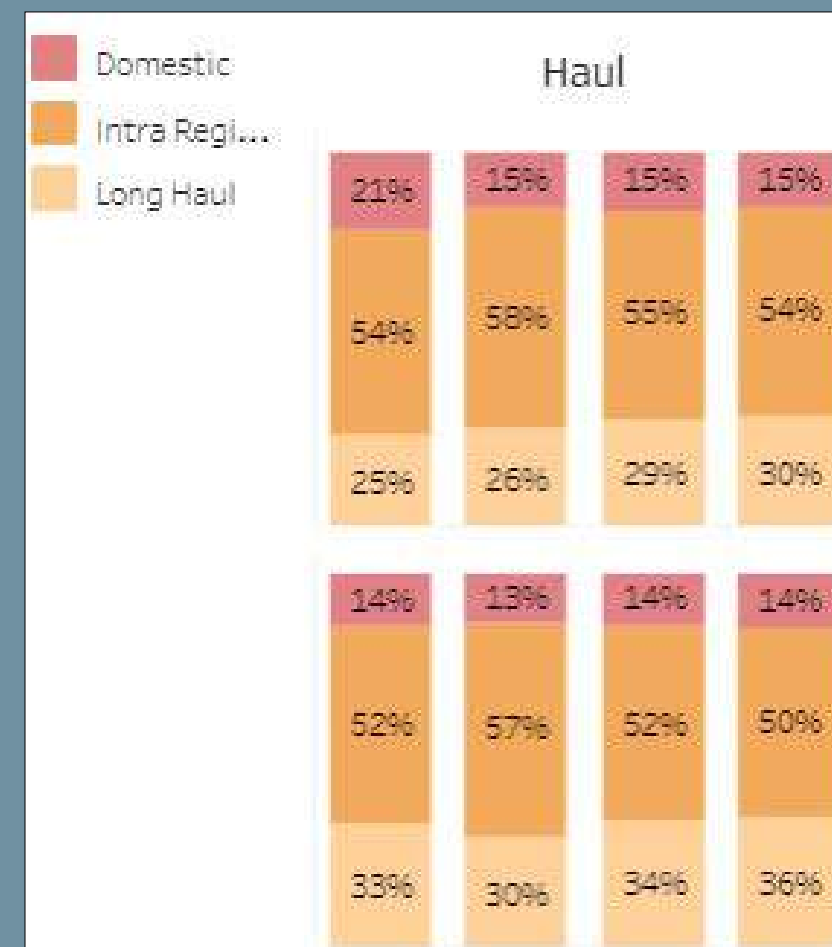


UK remains as TOP Source Market with long lead times and length of stay

# CYPRUS



# EUROPE







Thank you