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Lodging

Hotelbeds confirms its market-leading position with its first MarketHub event in Europe

Tatiana Rokou - 27 June 2013, 11:51

The MarketHub is Hotelbeds' annual customer and supplier event. It started in the Americas in 2009 and has become the /must go/ to event in the calendar for leisure tourism executives.



PALMA, MALLORCA - **Hotelbeds**, the global accommodation wholesaler, is currently hosting its first **MarketHub Europe** event, at the Barcelo Renacimiento in Seville, attended by over 200 clients and suppliers from the leisure travel industry. Representatives from 18 countries are in attendance including from across Europe, Israel, Russia, the US and Asia.

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Presentations



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At the opening presentation, **Carlos Munoz**, Managing Director, explained that Hotelbeds is the market leading online accommodation wholesaler not only in Europe but worldwide selling 16 million roomnights in 2012. He explained how Hotelbeds is remaining ahead of the curve through its continued diversification and expansion in key source markets and destinations with the increasing importance of Middle East, Asia Pacific and The Americas.

During the first day of presentations Hotelbeds demonstrated how it continues to innovate its accommodation product portfolio to ensure it has the right product in the right place at the right time, with a variety of budget, luxury and vacation rentals available worldwide. Hotelbeds also explained how it is planning to expand its sales of ancillary products including tickets, transfers, activities and excursions through its online technology platform and also through widgets, microsites and mobile solutions.



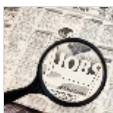
Lola Bravo, Vice President of the County Council of Seville; **Rafael Rodriguez Bermudez** – Tourism Counselor, Regional Government of Andalusia; and **D. Juan Ignacio Zoido**, Mayor of Seville, showcased destination highlights from the Andalusia region and explained the importance of Seville as the third most popular urban destination in Spain.

Raul Gonzalez, CEO of Barcelo Hotels in Europe, Middle East & Africa, explained about their portfolio of 140 4* and 5* star hotels and commented that: "*Barcelo/s strategic partnership with Hotelbeds has meant that we reached double digit growth rates in sales compared to 2012. In Europe sales for the summer period, especially for the Canary Islands and Andalusia coastal destinations are significantly more positive than last summer*".



At the event Hotelbeds also confirmed it is selling European destinations in over 100 source markets with UK and Spain remaining the largest selling source markets and destinations in Europe closely followed by France and Germany. Barcelona, Mallorca, London, Tenerife and Paris are the most popular European destinations by volume sold. The fastest growing countries in Europe are in Eastern Europe with Russia being the fastest growing emerging outbound travel market in Europe.

The MarketHub is Hotelbeds' annual customer and supplier event. It started in the Americas in 2009 and has become the /must go/ to event in the calendar for leisure tourism executives. For 2013, Hotelbeds decided to extend this successful forum to Europe, choosing Andalusia as the host destination. The event is currently taking place at Barcelo Renacimiento in Seville from 23-27 June, 2013.

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