

DISTRIBUTION   
**REDEFINED**

the perfect ally to your direct channel

# We get it...

If you could reach enough people directly to fill your properties, without the need of a middle man...



...of course **you would!**





THE ONLY PROBLEM IS THAT

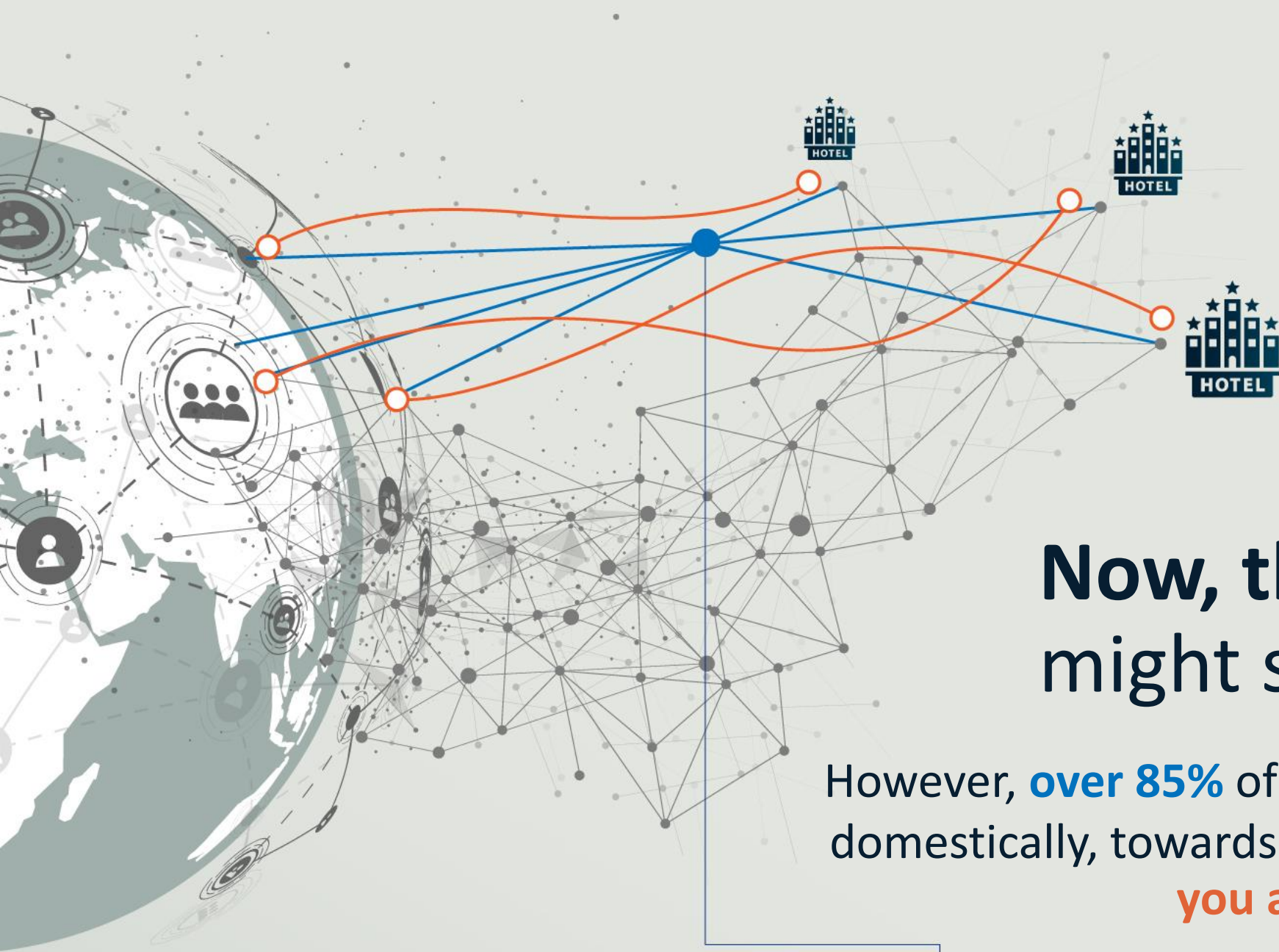
**it's not that simple**

so you need additional distribution to help you reach more customers and fill your rooms...

# ...and you are looking for:

- ✓ HIGH QUALITY CUSTOMERS
- ✓ GLOBAL REACH
- ✓ COST-EFFICIENCY
- ✓ ZERO IMPACT ON YOUR DIRECT CHANNEL
- ✓ BRAND PROTECTION
- ✓ HASSLE-FREE DISTRIBUTION





## Now, the OTAs might seem attractive

However, **over 85%** of their business is targeted domestically, towards the very same customers **you are trying to reach direct!**

# Plus as you know...

They have a high **last-minute cancellation** rate, which leaves you with

**empty rooms you can't resell!**





The good news is

**THERE IS AN  
ALTERNATIVE**

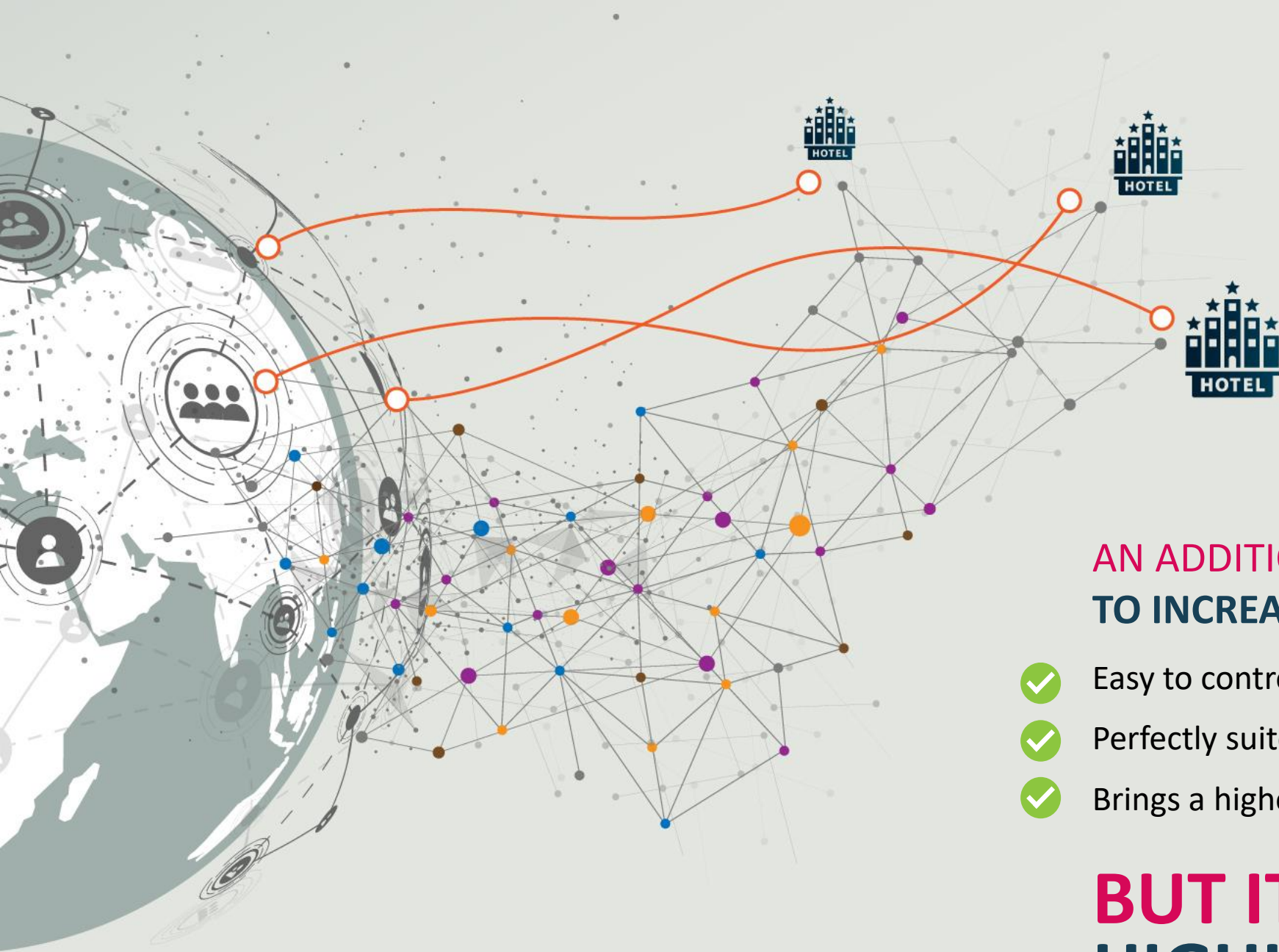


# COMPLEMENTARY DISTRIBUTION

the perfect ally to  
your direct channel

airlines  
tour operators  
travel agents  
loyalty, employee & points plans





# COMPLEMENTARY DISTRIBUTION

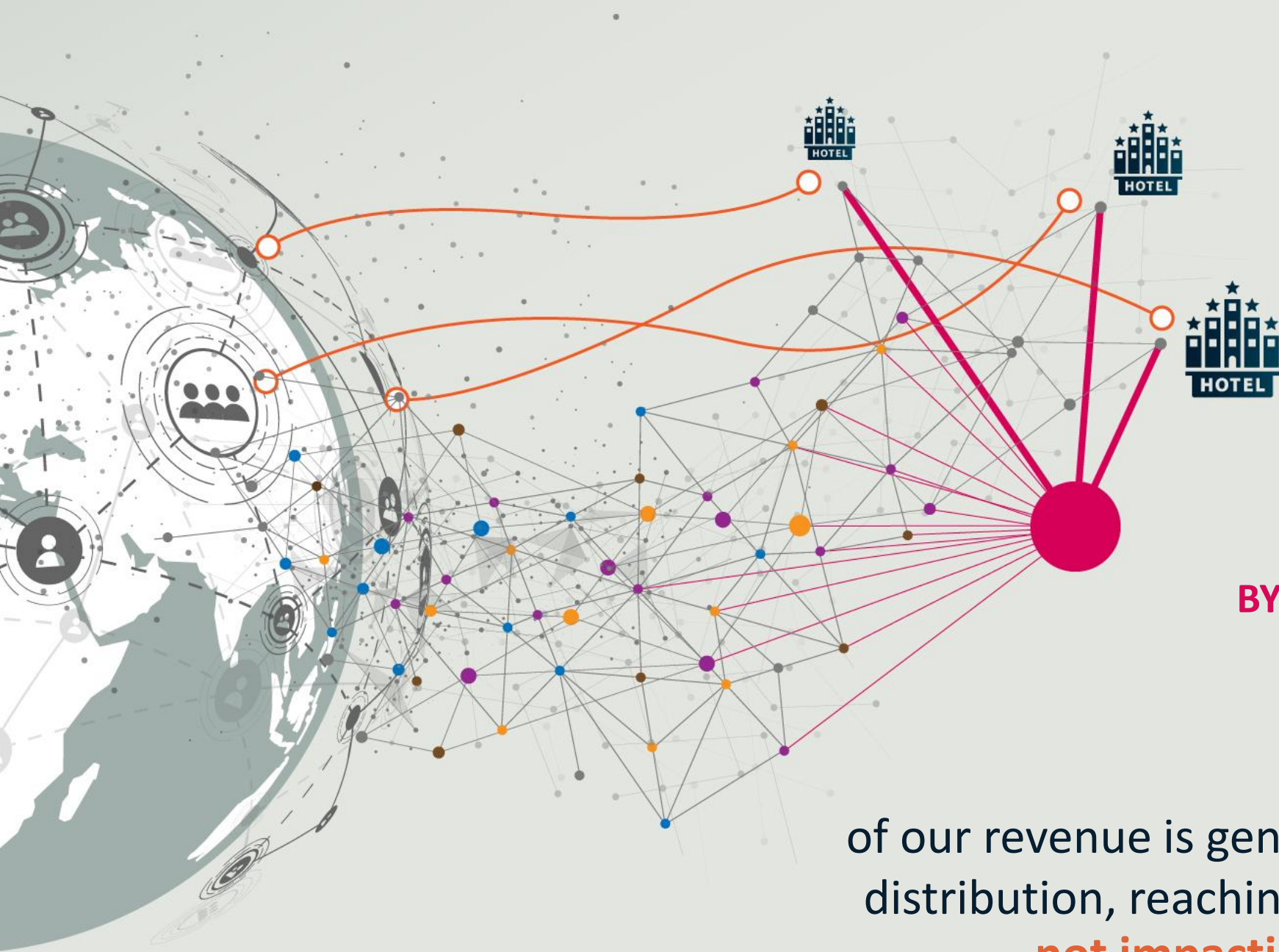
airlines  
tour operators  
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loyalty, employee & points plans

AN ADDITIONAL FORM OF DISTRIBUTION  
TO INCREASE OCCUPANCY RATES:

- ✓ Easy to control distribution of rates.
- ✓ Perfectly suited to opaque distribution.
- ✓ Brings a higher value customer.

**BUT IT'S  
HIGHLY FRAGMENTED!**



 **WE  
PROVIDE  
YOU WITH  
EASY ACCESS**

**BY CONSOLIDATING THIS HIGHLY  
FRAGMENTED B2B SPACE**

**Over 75%**

of our revenue is generated via non-competing  
distribution, reaching new end-customers and  
**not impacting on your direct channel**

# tour operators

Making it easy to access

**3,500+**

**operators, large and small, worldwide**

With a wide and international reach, we partner with tour operators in +120 countries across the globe.

Most of our clients create and promote packages with charter operations and ancillary products.

End customers are typically international, book with long lead times and have a low cancellation rate.





# airlines

Airlines offer accommodation via packages and within the booking funnel to create an attractive flight+hotel proposition.

We generate more sales through airlines than most smaller Bedbanks sell in total.

Typically airlines attract customers with low cancellation rates and high shares of international and exclusive customers.

## Partnering with

# 40+ airlines, including:



easyJet

AIR CANADA

Avianca

jetBlue  
AIRWAYS

\* interJet

QATAR  
AIRWAYS القطرية

American Airlines

Virgin

BRITISH AIRWAYS

norwegian

Emirates

# travel agents

This channel continues to steadily grow, especially in niche segments such as high-end, long-haul oriented and specialty packages.

Retail agents work through our proprietary and password-protected platform, serving customers with long lead times and higher-than-average budgets.

Combined reach of

# 50,000+

## unique travel agencies

increasing to 70,000 by 2020

Covering  
**140**  
markets  
worldwide

and with  
**60%**  
of volumes  
on static rates



# loyalty, employee & points plans

Loyalty or point redemption programs are closed user groups, with a large presence of blue chip, global corporations.

These channels are fully opaque as information is only available to members and many times in non-monetary formats (i.e. points).

These large and growing networks require know-how and investment to optimize the partnership and distribution to them. We already have both in place.



CHASE

Reward Gateway



points  
More together.

UTS GROUP



Miles & More  
Lufthansa

corporatebenefits  
MITARBEITERANGEBOTE

Abenity  
BENEFITS. DISCOUNTS. SAVINGS.

Santander



We work with  
**over 60,000**  
travel distributors  
and give you access to

**HIGHER VALUE CUSTOMERS**

**40%**

of our bookings are  
for at least 6 days

**55 DAYS**

average lead time as our customers  
have a higher level of planning

**60%**

of our end-customers comes from  
international markets

**2x more**

typically spent by our  
customers within your hotels

**We create peace of mind  
by fully aligning to your**

# **DISTRIBUTION STRATEGY**

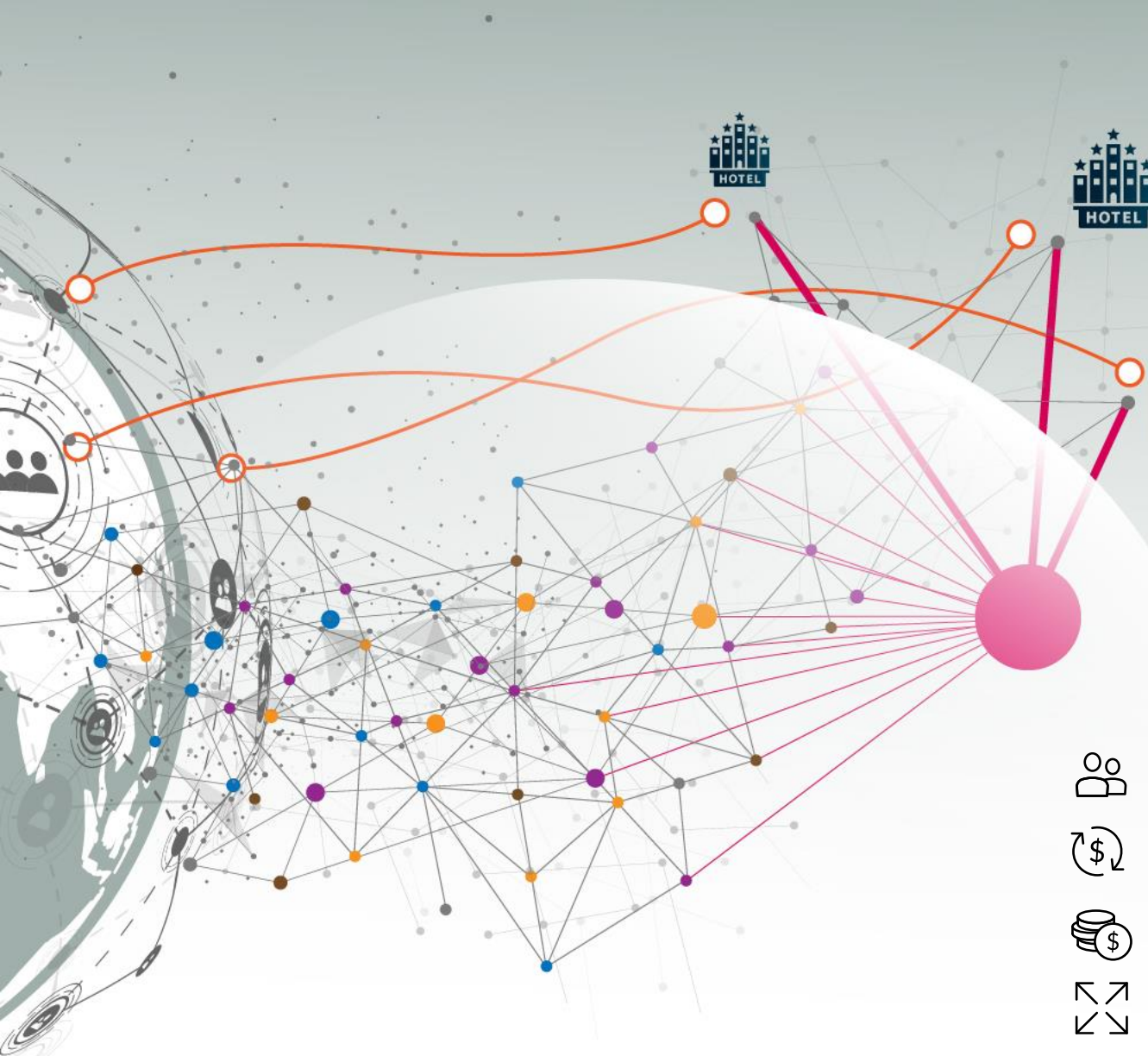
As 75% of our distribution is via our unique, complementary network, your rates and brand are already protected.

We have also re-segmented our client portfolio so you can control where your product appears.

**For the remaining 25%, we have put in place an expert team focused on proactively seeking ways to improve the distribution of your portfolio in response to sales strategies that are detrimental to your business.**












AND WHAT ABOUT THAT

# added peace of mind?

By consolidating the fragmented B2B space for you we shield you from the complications and hassles involved.

**This is what we do for you:**

-  We provide the service and operational attention.
-  We take the collection and credit risk.
-  We manage multiple currencies and take the exchange risk.
-  We constantly acquire new clients and invest in global sales management teams.
-  We save you the cost of the marketing activity to reach and position with these customers.

**stable.**

**reliable.**

**robust.**

We have financial strength and stability with a strong shareholder structure and investment capacity, meaning we are able to commit to larger inventories.

We are also well known for our reliability for on-time payments with a demonstrated track record of complying with established schedules.

Plus we act as a firewall between travel distributors and hoteliers, assuming credit, foreign exchange and collection risk.

**You can rest assured that you are working  
with a solid, long term partner.**

# earn up to 4x more revenue

## PROVIDE COMPLETE RATE MIX ACCESS

Providing us with complete rate mix access ensures that your properties will reap the full benefits of our global distribution capabilities.

partners who provide a full rate mix typically earn

# 2x

more revenue.

## BECOME A PREFERRED PARTNER

By guaranteeing volumes or deposits in exchange for commercial conditions, promotions and availability, we are able to offer exclusive benefits to our strategic partners.

partners who provide preferential conditions earn an average of

# 2x

more revenue.

# +



## RESTRUCTURED

We've restructured our sales team to establish a completely dedicated team focused purely on driving growth via retail travel agents.



## REORGANISED

We've reorganised to establish a new area dedicated to signing exclusive partnership agreements (Singapore Airlines being one example).



## REDESIGNED

We've redesigned our marketing solutions to provide you with a range of products that best showcase your properties and drive massive uplift.

what's

# NEW?

# Destination Report

Let's have a look at Hotelbeds footprint in Cyprus



...and see how we can work better together!



# 98 217 PAX

## PRODUCTION IN 2019

96,718 PAX to Cyprus in 2018  
98,217 PAX to Cyprus in 2019 (+1.5%)

Average Lead Time for Cyprus:  
62 days

Hotelbeds is direct contracting  
300 Hotels in Cyprus

Hotelbeds ADR in Cyprus  
122€ in 2019 vs 112€ in 2018 (+9%)

Hotelbeds brings 104 source  
Markets to your Destination



**hotelbeds**

# TOP 15 SOURCE MARKETS

SOURCE MARKETS	PAX NUMBER
UNITED KINGDOM	35,738
SPAIN	7,153
USA	5,779
ISRAEL	4,712
ROMANIA	3,881
GERMANY	3,688
CHINA	3,029
LEBANON	2,836
RUSSIA	2,779
GREECE	2,393
CYPRUS	1,862
UNITED ARAB EMIRATES	1,804
FRANCE	1,335
SWITZERLAND	1,212
IRELAND	1,191

*PAX Production per source market for 2019*

# 2020 Trends

## HOTELBEDS & REPUBLIC OF CYPRUS



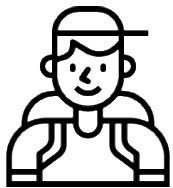
Extending Seasonality



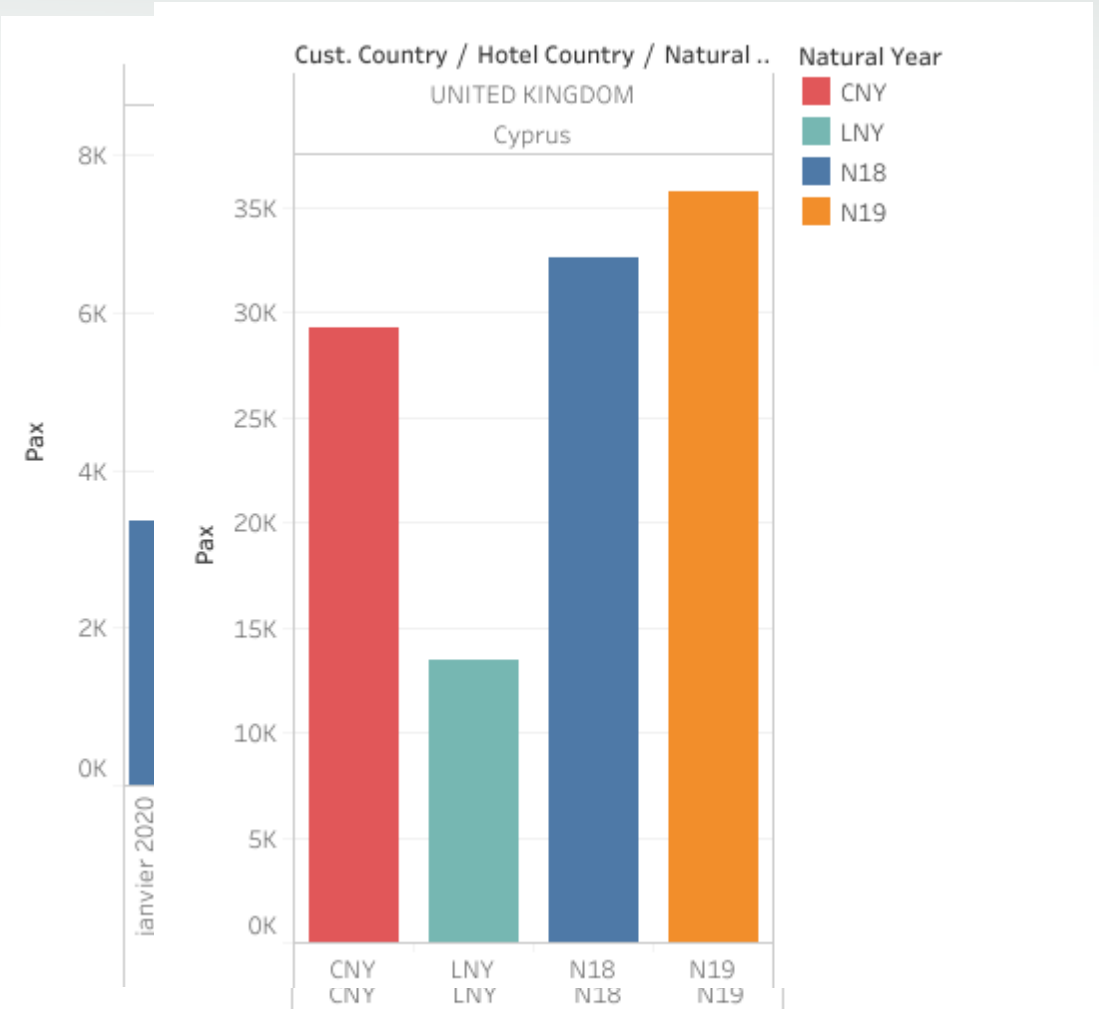
USA source Market +48%



Top Source Market UK



New type of Travelers





# DESTINATION MARKETING

**WE ARE THE WORLD'S LEADING**

TRAVEL DISTRIBUTOR



Focusing on specific source markets to drive  
incremental PAX to Cyprus.

# AUDIENCE & PLATFORMS

## ONE STOP SHOP FOR YOUR MARKETING ACTIVITIES

B2B



SIMPLY THE NUMBER 1 BOOKING ENGINE  
FOR TRAVEL AGENTS WORLDWIDE


ONE PLATFORM TO TARGET ALL THE  
TRAVEL TRADE

**hotelbeds** **bedsonline**

B2C



A UNIQUE SOLUTION FOR EACH  
SOURCE MARKET YOU WANT TO  
TARGET

 **Hotelopia**  last minute travel

B2B2C



CROSS CLIENT MARKETING  
TARGETING THE END CONSUMER

**AMERICAN  
EXPRESS**

 **Scotiabank**

# AUDIENCE & PLATFORMS

## ONE STOP SHOP FOR YOUR MARKETING ACTIVITIES

### METASEARCH



DIRECT MARKETING ON METASEARCH  
ENGINES TO SHIFT BUSINESS TO YOUR  
DESTINATION



### PRESS RELEASE



GLOBAL VISIBILITY WITH PUBLISHED  
ARTICLES IN FAMOUS TRAVEL  
MAGAZINES



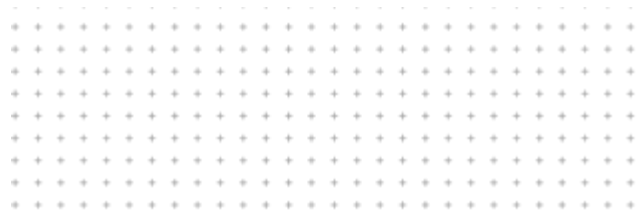
# Global Distribution

**+40** Airline Partners

**+3,500** Tour Operators

**+350** Loyalty, Points

Redemption &  
Employee Benefits



Giving you access to our global sales network of agents  
Key retail markets Targeting **180,000+ travel agents**



# Why partner with Hotelbeds Destination Marketing?

## **INCREMENTAL INCREASE** of PAX/ ROOM NIGHTS

booked during Low and Shoulder Season

Attract **MORE INTERNATIONAL TOURISM**  
to your destination

**EXTEND VISITOR STAY** in your destination

**INCREASE AWARENESS** of your destination

**EDUCATE** International Travel Trade about your  
Destination and promote **BALANCED TOURISM**



PROVEN SUCCESS

# +60 Tourism boards

Trust us to market their Destination



+30% PAX  
INCREASE ON  
AVERAGE



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**THANK YOU**