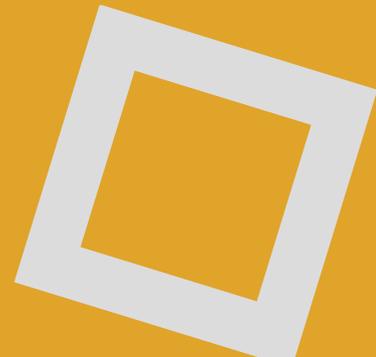




Your property's complete guide:

Top booking revenue makers of 2020

plus predictions and tips for 2021





Foreword

Across my 20-plus years in travel, ongoing change has been a near constant companion. In that time, our planet has become that much smaller, our travel wallets far less cluttered, and technology has transformed almost every element of the working day.

Last year, though, the external forces of change were altogether new. As decisions were made for us, we had no choice but to collectively surrender – to a world that was foreign, and to a completely fresh set of norms.

In that sea of circumstances, one constant that I held onto tightly became the people of our industry; those that I work alongside, the partners that I engage with regularly, and the thousands of hoteliers that we at SiteMinder service daily. And, as the year unfolded, I can safely say that I'd never been prouder to work at the intersection of technology and hospitality.

In this ebook, we provide a breakdown of the Top 12 hotel booking revenue makers of 2020, from various markets around the globe – a yearly tradition from our SiteMinder team. This year, we also check in with some of our most successful partners to understand how they have been working with our customers in the last year, and look towards what 2021 will bring.

As the new year brings with it fresh beginnings, we hope that this is helpful to you.

James Bishop

Senior Director, Global Ecosystem
SiteMinder



Contents

Chapter One	4
Introduction	
Chapter Two	6
The Top 12 hotel booking revenue makers of 2020	
Chapter Three	23
Making the most of your booking channels	
Chapter Four	28
2021 outlook: Trends to expect over the next 12 months	
Chapter Five	35
Advice from the industry's biggest voices	



Chapter One

Introduction:



The year we have left behind taught us many lessons.

For hoteliers and the travel industry, 2020 could be viewed as the most challenging we have ever experienced. With international border closures, social distancing requirements, and new health and safety mandates, the fight for survival that businesses faced within our industry was very real.

There was also much inspiration born from 2020. The ways that hoteliers were able to adapt, re-evaluate, and re-engage with their customers showed a true ability to remain stoic, hopeful and, in the end, strong. Moving forward, guests will see the benefits of the agile approach hotels were forced to undertake, with hospitality and service likely to go to another level. Hoteliers who 'succeeded' in 2020 were those who endeavoured to innovate and elevate customer service – something all properties should focus on in the coming year.

This ebook will help you to get the most out of SiteMinder's Top 12 data for 2020, boost the value you see from your connected online distribution channels, and plan for 2021 success. You will see which channels were the most successful for hotels in 2020, with tips from SiteMinder and popular channels on how to optimise your returns. You will also receive advice from some of the industry's biggest operators, such as Booking.com, Expedia and Agoda, to ensure what you're doing over the next 12 months attracts as many guests through your doors as possible.

It's our hope that this content will enable you as an accommodation provider to continue providing an answer to the inbuilt yearning for travel that people across the world still hold, even amid the most difficult of circumstances.





Chapter Two

The Top 12 hotel booking revenue makers of 2020

Overview of results

Each year, SiteMinder reveals its annual lists of the distribution channels that brought the highest booking revenue to hotels over the past 12 months. This year's lists, which vary across more than 20 of the world's most established travel destinations, uncover a number of key insights:



A shift away from the consolidation seen in previous years, with 32 instances of distribution channels making their first appearances, and 20 instances of distribution channels climbing at least two positions from the prior year.



The strengthening of local and regional distribution channels as a result of restricted international travel. Over the full 2020 year, they comprised around half of the top 12 in each destination, and were particularly dominant from the start of the global hotel booking reset. While local and regional distribution channels such as Kurzurlaub.de in Austria, VeryChic in France, feratel in Germany, MG bedbank in Indonesia, and Hotels.nl in the Netherlands have not ranked among the top 12 distribution channels over the full 2020 year, they emerged among the top 12 since April.



The explosion in spontaneous travel, spurred by unpredictable changes in travel restrictions. Lastminute.com and HotelTonight collectively feature among the top 12 lists of nine destinations over the pandemic period.



The continued relevance of wholesalers, with leading bedbank Hotelbeds among the top 12 in each destination—both over the full 2020 year and during the pandemic period—and WebBeds among the top 12 in eight destinations since April.

The sustained growth of direct bookings for hotels, with hotel websites maintaining their top five position in all destinations over the full 2020 year, including in Australia, Ireland, the Netherlands, Portugal and Spain where they ranked as the second-top producer of booking revenue for local hotels. The ranking of hotel websites rose further in more than a third of destinations since April, when hotel bookings dropped to below 10% of 2019 levels as a result of the COVID-19 pandemic.

The increased popularity of Airbnb as a distribution channel for accommodation providers, especially since April. Airbnb debuted among the top 12 in nine destinations, rose in five destinations over the full year, and surpassed its full-year ranking in 10 destinations since April.



Asia



Here are the top 12 revenue makers behind the hotel booking reset of 2020:

Hotel websites have remained steady in 4th place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Why it's our One to Watch: Trip.com may have dropped by two spots from the prior year and another spot since April, but what will be the impact of international travel's slow return over the coming year?

Tiket.com and Traveloka are among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Agoda	Agoda
3	Expedia Group	Expedia Group
4	Hotel websites (direct bookings)	Hotel websites (direct bookings)
5	Hotelbeds	Traveloka
6	Traveloka	Hotelbeds
7	Trip.com ONE TO WATCH	HotelsCombined
8	HotelsCombined	Trip.com
9	Goibibo & MakeMyTrip	Tiket.com
10	Tiket.com NEWCOMER	Mr & Mrs Smith
11	Global distribution systems	Global distribution systems
12	Mr & Mrs Smith NEWCOMER	WebBeds - Destinations of the World

Australia

Hotel websites jumped from 3rd to 2nd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Qantas Hotels and Flight Centre Travel Group remain top choices for accommodation bookings, in spite of being renowned for packages that included flights.

Airbnb's increased popularity, especially since April, is clear. Australia is only one of nine destinations in which Airbnb has made its debut in the top 12.

Why it's our One to Watch: as international travel returns over the coming year, travellers will seek expert advice on the status and safety of their overseas destinations.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Hotel websites (direct bookings)	Hotel websites (direct bookings)
3	Expedia Group	Expedia Group
4	Global distribution systems	Global distribution systems
5	Agoda	Agoda
6	Qantas Hotels	Qantas Hotels
7	AOT Group	Airbnb
8	Hotelbeds	AOT Group
9	Airbnb NEWCOMER	Hotelbeds
10	HRS Australasia (formerly Lido)	HRS Australasia (formerly Lido)
11	Flight Centre Travel Group ONE TO WATCH	Flight Centre Travel Group
12	need it now	Hero Travel

The Top 12
hotel booking
revenue
makers of
2020:

Australia



SiteMinder

Austria

Hotel websites have held on to 3rd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly, and shown dominance since April.

Why it's our One to Watch: feratel has risen steadily in the last three years and shown particular strength since April. We expect its appeal to continue growing among those looking to spend more time in remote locations, such as ski areas.

Airbnb's increased popularity, especially since April, is clear. Austria is only one of nine destinations in which Airbnb has made its debut in the top 12.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings)	Expedia Group
4	HRS - Hotel Reservation Service	HRS - Hotel Reservation Service
5	Hotelbeds	Hotelbeds
6	Agoda	Agoda
7	Global distribution systems	Global distribution systems
8	Hostelworld Group	feratel
9	Travco	Airbnb
10	feratel ONE TO WATCH	Kurzurlaub.de
11	Airbnb NEWCOMER	Hostelworld Group
12	Lastminute.com	Welcomebeds

Canada

Hotel websites have remained steady in 3rd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Airbnb's increased popularity, especially since April, is clear. Canada is only one of nine destinations in which Airbnb has made its debut in the top 12.

Why it's our One to Watch: Travelzoo has made the top 12 and risen since April. Being founded by the former CEO and President of Hotels.com can also only mean success for the future.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Expedia Group	Booking.com
2	Booking.com	Hotel websites (direct bookings)
3	Hotel websites (direct bookings)	Expedia Group
4	Airbnb	Global distribution systems
5	Hostelworld Group	Agoda
6	Agoda	Qantas Hotels
7	Global distribution systems	Airbnb
8	Hotelbeds	AOT Group
9	Travelzoo NEWCOMER and ONE TO WATCH	Hotelbeds
10	Getaroom.com NEWCOMER	HRS Australasia (formerly Lido)
11	Hostelling International	Flight Centre Travel Group
12	HotelTonight	Hero Travel

France

Hotel websites have held on to 3rd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly, and shown dominance since April.

Airbnb's increased popularity, especially since April, is clear. France is one of five destinations in which Airbnb has risen from the prior year among the top 12.

Why it's our One to Watch: Weekendsk is a favourite among those looking to go away on a short break. Its offering of a wide range of accommodation types also makes its position more sustainable.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings)	Expedia Group
4	Hotelbeds	Hotelbeds
5	HRS - Hotel Reservation Service	Airbnb
6	Agoda	Global distribution systems
7	Global distribution systems	HRS - Hotel Reservation Service
8	Infinite Hotel	Weekendsk
9	Airbnb HIGH RISER	Agoda
10	Hostelworld Group	Infinite Hotel
11	Weekendsk ONE TO WATCH	Hostelworld Group
12	WebBeds - JacTravel / totalstay	VeryChic

Germany

Hotel websites have held on to 4th place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly, and shown dominance since April.

Kurzurlaub.de is among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

Airbnb's increased popularity, especially since April, is clear. Germany is only one of nine destinations in which Airbnb has made its debut in the top 12.

Why it's our One to Watch: HotelSpecials' appeal among those looking for great deals will serve it well into the future.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	HRS - Hotel Reservation Service	Expedia Group
4	Hotel websites (direct bookings)	HRS - Hotel Reservation Service
5	Hotelbeds	Kurzurlaub.de
6	Kurzurlaub.de HIGH RISER	Hotelbeds
7	Global distribution systems	Global distribution systems
8	Airbnb NEWCOMER	Airbnb
9	Agoda	Agoda
10	Hostelworld Group	HotelSpecials
11	HotelSpecials ONE TO WATCH	Hostelworld Group
12	WebBeds - Sunhotels	feratel



Greece

The **Top 12** hotel booking revenue makers of 2020:

Greece

Hotel websites have held on to 4th place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly.

Airbnb's increased popularity, especially since April, is clear. Greece is one of five destinations in which Airbnb has risen from the prior year among the top 12.

Why it's our One to Watch: Not only did Lastminute.com make its debut among the top 12, it rose from April. The growing trend of last-minute bookings makes its position sustainable.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Expedia Group
3	Hotelbeds	Hotelbeds
4	Hotel websites (direct bookings)	Hotel websites (direct bookings)
5	Airbnb	Airbnb
6	WebBeds - Sunhotels HIGH RISER	WebBeds - Sunhotels
7	Agoda	Lastminute.com
8	Lastminute.com NEWCOMER and ONE TO WATCH	HotelsCombined
9	HotelsCombined NEWCOMER	Agoda
10	Global distribution systems	British Airways Holidays
11	British Airways Holidays NEWCOMER	Meeting Point
12	Meeting Point NEWCOMER	stglobe

Indonesia

Why it's our One to Watch: Not only has Traveloka climbed consistently over the past two years, it rose from April. Can it retain one of the top two positions as travel resets into a different normal over the coming year?

Hotel websites have held on to 5th place over the past year, as testament to the sustained volume of consumers booking their accommodation locally and directly.

Like Traveloka, Tiket.com and PegiPegi are among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Traveloka
2	Traveloka HIGH RISER and ONE TO WATCH	Booking.com
3	Agoda	Agoda
4	Expedia	Expedia Group
5	Hotel websites (direct bookings)	Tiket.com
6	Hotelbeds	Hotel websites (direct bookings)
7	Tiket.com	Hotelbeds
8	Trip.com	PegiPegi
9	PegiPegi HIGH RISER	MG bedbank
10	Flight Centre Travel Group	Trip.com
11	Global distribution systems	Global distribution systems
12	Goibibo & MakeMyTrip	Mr & Mrs Smith

Ireland



Hotel websites have held on to 2nd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly.

Airbnb's increased popularity, especially since April, is clear. Ireland is only one of nine destinations in which Airbnb has made its debut in the top 12.

Roomex is among the many local and regional distribution channels that performed strongly in 2020.

Why it's our One to Watch: In spite of the disruptions of the past year, Agoda's ability to remain in the top 12 in Ireland highlights their strong ability to drive bookings in less familiar territories.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Hotel websites (direct bookings)	Hotel websites (direct bookings)
3	Expedia Group	Expedia Group
4	Hotelbeds	Hotelbeds
5	Global distribution systems	Global distribution systems
6	Hostelworld Group	Airbnb
7	HRS - Hotel Reservation Service	Hostelworld Group
8	Airbnb NEWCOMER	HRS - Hotel Reservation Service
9	WebBeds - Sunhotels HIGH RISER	Lastminute.com
10	Lastminute.com	Welcomebeds
11	Roomex	Agoda
12	Agoda ONE TO WATCH	WebBeds - Sunhotels

Italy



	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings) ONE TO WATCH	Expedia Group
4	Hotelbeds	Hotelbeds
5	Agoda	Agoda
6	Global distribution systems HIGH RISER	Hostelworld Group
7	HRS - Hotel Reservation Service	HRS - Hotel Reservation Service
8	Hostelworld Group	Global distribution systems
9	WebBeds - Sunhotels	Airbnb
10	Jet2holidays NEWCOMER	Mr & Mrs Smith
11	Airbnb NEWCOMER	Lastminute.com
12	Mr & Mrs Smith	Traveltino

Why it's our One to Watch: Not only have hotel websites risen steadily in the last three years, they rose from April. Can they secure one of the top two positions next year?

Hotelbeds and WebBeds - Sunhotels' appearances show the continued relevance of wholesalers in Italy.

Airbnb's increased popularity, especially since April, is clear. Italy is only one of nine destinations in which Airbnb has made its debut in the top 12.





Mexico

Why it's our One to Watch: Booking.com may have secured the top position from April, but it still ranked in 2nd place over the full year. Can it take the top spot in 2021 as travel resets into a different normal in Mexico over the coming year?

BestDay, PriceTravel and Despegar.com are among the many local and regional distribution channels that performed strongly in 2020.

The growing trend of last-minute bookings makes HotelTonight more relevant than ever.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Expedia Group ONE TO WATCH	Booking.com
2	Booking.com	Expedia Group
3	Hotelbeds	Hotelbeds
4	Hotel websites (direct bookings)	Hotel websites (direct bookings)
5	BestDay	BestDay
6	PriceTravel	PriceTravel
7	Despegar.com	Despegar.com
8	Airbnb	Airbnb
9	Agoda HIGH RISER	Agoda
10	Global distribution systems	Global distribution systems
11	World 2 Meet NEWCOMER	World 2 Meet
12	HotelTonight NEWCOMER	HotelTonight

Middle East

Hotel websites jumped from 4th to 3rd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Hotelbeds and WebBeds - Destinations of the World's appearances show the continued relevance of wholesalers in the Middle East.

Why it's our One to Watch: Not only did dnata make its debut among the top 12, it sustained its position from April and its expansive travel network will serve as an advantage as international travel returns slowly.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Expedia Group
3	Hotel websites (direct bookings)	Hotel websites (direct bookings)
4	Agoda	Agoda
5	Hotelbeds HIGH RISER	Hotelbeds
6	Goibibo & MakeMyTrip	Mr & Mrs Smith
7	Mr & Mrs Smith NEWCOMER	WebBeds - Destinations of the World
8	WebBeds - Destinations of the World	Goibibo & MakeMyTrip
9	dnata NEWCOMER AND ONE TO WATCH	dnata
10	Egypt Express Travel NEWCOMER	Egypt Express Travel
11	Lastminute.com	Airbnb
12	HRS - Hotel Reservation Service	Lastminute.com

Netherlands

Hotel websites jumped from 3rd to 2nd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Voordeeltjes is among the many local and regional distribution channels that performed strongly in 2020.

Why it's our One to Watch: Not only did HotelSpecials make its debut among the top 12, it rose from April and its appeal among those looking for great deals will serve it well into the future.

Airbnb's increased popularity, especially since April, is clear. The Netherlands is only one of nine destinations in which Airbnb has made its debut in the top 12.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Hotel websites (direct bookings)	Hotel websites (direct bookings)
3	Expedia Group	Expedia Group
4	Hotelbeds	Hotelbeds
5	Hostelworld Group	Voordeeltjes
6	Voordeeltjes HIGH RISER	HotelSpecials
7	Agoda	Airbnb
8	HotelSpecials NEWCOMER AND ONE TO WATCH	Hostelworld Group
9	Airbnb NEWCOMER	Agoda
10	Lastminute.com	Global distribution systems
11	Global distribution systems	Lastminute.com
12	HRS - Hotel Reservation Service	Hotels.nl



New Zealand



Hotel websites have held on to 3rd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly, and shown dominance since April.

Airbnb's increased popularity, especially since April, is clear. New Zealand is only one of nine destinations in which Airbnb has made its debut in the top 12.

Why it's our One to Watch: As international travel returns over the coming year, travellers will seek expert advice on the status and safety of their overseas destinations.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings)	Expedia Group
4	Global distribution systems	Global distribution systems
5	Agoda	Agoda
6	Hotelbeds	Hotelbeds
7	Hostelworld Group	Airbnb
8	Airbnb NEWCOMER	Ezibed
9	Flight Centre Travel Group ONE TO WATCH	Hostelworld Group
10	Ezibed HIGH RISER	Flight Centre Travel Group
11	AOT Group	AOT Group
12	Trip.com	Trip.com



Philippines

Why it's our One to Watch: Booking.com took the top position from April, during a time when distribution channels with regional strength thrived. Will it overtake Agoda for the full year in 2021 as travel resets into a different normal?

Hotel websites have held on to 4th place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly, and shown dominance since April.

Airbnb's increased popularity, especially since April, is clear. The Philippines is only one of nine destinations in which Airbnb has made its debut in the top 12.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Agoda	Booking.com
2	Booking.com ONE TO WATCH	Agoda
3	Expedia Group	Hotel websites (direct bookings)
4	Hotel websites (direct bookings)	Expedia Group
5	Hotelbeds	Hotelbeds
6	Trip.com	Trip.com
7	Traveloka	Traveloka
8	HotelsCombined	Traveltino
9	WebBeds - Destinations of the World	Airbnb
10	Hostelworld Group	Global distribution systems
11	Airbnb NEWCOMER	WebBeds - Destinations of the World
12	Global distribution systems	HRS - Hotel Reservation Service

Portugal

Hotel websites jumped from 4th to 2nd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Hotelbeds' appearance shows the continued relevance of wholesalers in Portugal.

Abreu Online, EC Travel and Portimar are among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

Why it's our One to Watch: Not only did Traveltino make its debut among the top 12, its position rose from April and its expansive travel network will serve as an advantage as international travel returns slowly.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Hotel websites (direct bookings) HIGH RISER	Hotel websites (direct bookings)
3	Expedia Group	Expedia Group
4	Hotelbeds	Hotelbeds
5	Jet2holidays HIGH RISER	Jet2holidays
6	OTS Globe	Abreu Online
7	Abreu Online	EC Travel
8	EC Travel HIGH RISER	Traveltino
9	Traveltino NEWCOMER & ONE TO WATCH	OTS Globe
10	World 2 Meet	World 2 Meet
11	Portimar	Portimar
12	Agoda NEWCOMER	Tour10

South Africa

Why it's our One to Watch: Not only did hotel websites jump from 5th to 3rd place over the past year, their position rose from April.

followme2AFRICA and Thompsons Africa are among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

Airbnb's increased popularity, especially since April, is clear.

South Africa is one of five destinations in which Airbnb's position among the top 12 rose from the prior year.

Hotelbeds and WebBeds - Destinations of the World's appearances show the continued relevance of wholesalers in South Africa.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings) HIGH RISER & ONE TO WATCH	Agoda
4	Agoda	Expedia Group
5	Hotelbeds	Hotelbeds
6	Global distribution systems	Global distribution systems
7	followme2AFRICA	followme2AFRICA
8	Tourplan	Tourplan
9	HRS - Hotel Reservation Service	Airbnb
10	Airbnb	Thompsons Africa
11	Thompsons Africa	Flight Centre Travel Group
12	WebBeds - Destinations of the World NEWCOMER	WebBeds - Destinations of the World

Spain

Hotel websites have held on to 2nd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly.

Hotelbeds' appearance shows the continued relevance of wholesalers in Spain.

World 2 Meet and Hotusa are among the many local and regional distribution channels that performed strongly in 2020.

Why it's our One to Watch: Not only did LoveHolidays make its debut in 9th place and sustain that position from April, it's a dynamic tour operator that has also been able to secure business from the demise of Thomas Cook.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Hotel websites (direct bookings)	Hotel websites (direct bookings)
3	Expedia Group	Expedia Group
4	Hotelbeds	Hotelbeds
5	Jet2holidays HIGH RISER	Jet2holidays
6	World 2 Meet	World 2 Meet
7	Global distribution systems	Global distribution systems
8	On the Beach HIGH RISER	On the Beach
9	LoveHolidays NEWCOMER & ONE TO WATCH	LoveHolidays
10	Hotusa	Traveltino
11	OTS Globe NEWCOMER	Hotusa
12	Welcomebeds	Jumbo Tours



Thailand

Hotel websites jumped from 4th to 3rd place over the past year as testament to the sustained growth of consumers booking their accommodation locally and directly.

Hotelbeds and WebBeds - Destinations of the World's appearances show the continued relevance of wholesalers in Thailand.

Traveloka is among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

Why it's our One to Watch: Mr & Mrs Smith offers the Thai Government the ability to attract travellers with a higher net worth and the capacity to take extended stays, beyond one month.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Agoda
2	Agoda	Booking.com
3	Hotel websites (direct bookings)	Hotel websites (direct bookings)
4	Expedia Group	Expedia Group
5	Hotelbeds	Hotelbeds
6	Trip.com	Traveloka
7	Traveloka	Trip.com
8	Goibibo & MakeMyTrip	Global distribution systems
9	Fusion Holidays	Mr & Mrs Smith
10	Global distribution systems	WebBeds - Destinations of the World
11	WebBeds - Destinations of the World	WebBeds - Sunhotels
12	Mr & Mrs Smith NEWCOMER AND ONE TO WATCH	Beds4Travel



Why it's our One to Watch: Hotel websites have secured 3rd place for the third year in a row, but they rose to 2nd place from April. Is the rise of direct bookings enough for hotel websites to remain among the top two over the coming year?

Hotelbeds and WebBeds - Sunhotels' appearances show the continued relevance of wholesalers in the UK.

Airbnb's increased popularity, especially since April, is clear. The UK is only one of nine destinations in which Airbnb has made its debut in the top 12.

MyHotelBreak.com is among the many local and regional distribution channels that performed strongly in 2020, and were particularly dominant from April.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Booking.com	Booking.com
2	Expedia Group	Hotel websites (direct bookings)
3	Hotel websites (direct bookings) ONE TO WATCH	Expedia Group
4	Global distribution systems	Global distribution systems
5	Hotelbeds	Mr & Mrs Smith
6	Agoda	Agoda
7	Mr & Mrs Smith HIGH RISER	Hotelbeds
8	Airbnb NEWCOMER	Airbnb
9	HRS - Hotel Reservation Service	MyHotelBreak.com (Classic Britain)
10	MyHotelBreak.com NEWCOMER	Off Peak Luxury
11	WebBeds - Sunhotels	Lastminute.com
12	Hostelworld Group	WebBeds - Sunhotels





USA



Hotel websites have held on to 3rd place over the past year, as testament to the sustained growth of consumers booking their accommodation locally and directly

Airbnb's increased popularity, especially since April, is clear. The U.S. is one of five destinations in which Airbnb's position among the top 12 rose from the prior year.

The growing trend of last-minute bookings makes HotelTonight more relevant than ever.

	Over the full 2020 year	Since the hotel booking reset (apr-dec 2020)
1	Expedia Group	Expedia Group
2	Booking.com	Booking.com
3	Hotel websites (direct bookings)	Hotel websites (direct bookings)
4	Agoda	Agoda
5	Airbnb HIGH RISER	Airbnb
6	Global distribution systems	Global distribution systems
7	Hotelbeds	Hotelbeds
8	HotelTonight	HotelTonight
9	Getaroom.com HIGH RISER	Getaroom.com
10	Hostelworld Group	HRS - Hotel Reservation Service
11	Hotusa	Hostelworld Group
12	HRS - Hotel Reservation Service NEWCOMER	British Airways Holidays



Chapter Three

Making the most of your booking channels



So, what are some of the ways you can better capitalise on your online channels?

Below you'll find tips from some of the channel providers, themselves, and here's some quick advice from SiteMinder to get you started:

Connect to more channels – look beyond the top four or five sites to channels your target markets are likely to use.

Treat your profile as if it was your own website – with as much information, detail and sharp imagery as possible.

Ensure your first impressions are quality – no blurry or grainy photos!



Work hard on getting as many reviews as you can.

Leverage The Billboard Effect – if a traveller visits your website from an OTA, work hard to capture their direct booking.

Use data from OTAs to identify valuable marketing opportunities.

Use a channel manager – it's the only way to effectively manage your inventory across multiple channels.

Here are some tips from a few of the industry's top online booking channels to help you win more bookings in the future:

British Airways Holidays

Right now, customers are thinking long-term and so hoteliers should be ensuring that their rates are open and available, long range. However, they should also be ready to maximise short range demand as it hits, as we saw for specific destinations that opened up in 2020. Tactical promotions have been more important than ever over the last six months, and the SiteMinder platform is the ideal way to push those rates to market quickly.

Despegar.com

We recommend that hoteliers focus on their guests' new needs, betting on the design of products that adapt to this new context. Strengthening their guests' capacity to respond in a timely manner to the changing environment is crucial.

followme2AFRICA

Hoteliers should look at running multiple rate offerings (i.e. advanced purchase, long-stay discounts, short-lead discounts, limited booking window specials, etc). These types of rate offerings will entice customers who are planning future dated travel, or those customers who are making short-lead decisions about their next trip. The key is for hoteliers to be as dynamic with their rate offerings as possible.





Hotelbeds

We encourage all hoteliers to introduce their own health standards or adopt third-party standards. This is an important measure which not only gives our sector greater clarity on our COVID-19 response, but also gives greater confidence to travellers when booking a hotel, again helping the tourism sector to recover more quickly.

WebBeds

Ensure all of your possible rate plans and room types are connected. Currently that also means connected to all our brands: Destinations of the World, Sunhotels, JacTravel, FITRooms and Lots of Hotels. We will be consolidating to a single WebBeds connection during the early part of 2021.

Tourplan

Hoteliers can prepare for an increase in bookings this year by having their rates and inventory readily available for tour operators to quote and book via online distribution channels. This will mean having agreements in place with their wholesale clients (the tour operators), in time for the anticipated recovery, so there are no delays when the time comes.

Lastminute.com

Customers will look for extra flexibility and peace of mind when making travel arrangements rather than the best price. Hoteliers should therefore look at ways to adapt to this expected shift in consumer behaviour in 2021.

Flight Centre Travel Group

Remove barriers to booking wherever possible. For example, when a hotel restricts length of stay over a weekend, they are effectively ruling themselves out of searches, whereas if they yield the high demand night (let's say, Saturday) to a higher price, they remain open for sale and can charge a premium that they might not have captured with restrictions in play.

Welcomebeds

In order to increase revenue through our channel it would be key to diversify rates in order to reach all potential market segments, and especially our in-house business that include: high street travel agencies, TTOOs, MICE and packages.

Traveltino

From experience with many hotels, we see that having all types of different rooms is very important since some guest segments mostly book higher and more expensive types of rooms, and others just book the cheapest one.

HotelTonight

We've recently seen a higher portion of bookings come from our most loyal repeat customers. To best appeal to these guests, we recommend hotels utilise our HotelTonight Perks promotional feature, which targets loyal guests. HotelTonight Perks rates have a higher ADR & LOS than any other HotelTonight promotional feature, and book 17 percent more often than any other promotional feature when appearing in search.

Hostelworld Group

In order to boost their ranking and visibility on our platform, hostels should regularly review their rates and rate types they offer to Hostelworld and our customers. Another consideration is including special rates to those booking on a mobile device, with 43% of our bookings coming from mobile customers. Offering these rates will also help to boost the hostel's ranking, while attracting some of our most loyal hostel-goers.



Jet2holidays

It's now important to implement pricing at least two years in advance, as we already have the summer of 2022 on sale.



HotelSpecials

To meet the needs of domestic travellers, make sure to always include breakfast and offer upsell alternatives like dinner deals or late checkout. Focus on your core segments rather than spend too much time chasing new markets.

Voordeeltjes

These days it seems that the majority of tourists are looking for an attractive hotel package instead of an ordinary overnight stay. We see this trend throughout the Netherlands, but also in Belgium and Germany. This can easily be explained, as people are looking for some sort of compensation due to not being able to travel abroad as they normally would. For example, they seem to think: "Let's pamper ourselves with a dinner during the stay, a daily packed lunch, a nice boat trip or a bottle of wine in the room."



Chapter 4

2021 outlook: Trends to expect over the next 12 months



While it may seem like the beginning of 2021 has the world in the same state that it was in three, six or nine months ago—with many nations still dealing with serious COVID-19 outbreaks as we write this—it's poised to look different later this year.

There's a vaccine being rolled out globally, better measures are being taken to reduce community transmission, and travellers are starting to get moving again, albeit domestically for the most part. People have a natural urge to explore, and time away to relax is going to be the best way for them to heal from the struggles of 2020.



As we heard from Expedia Group:

“We believe that travel brings people together. The world is a better place with it. While we still face a long path to recovery, the desire to travel remains high, and people will consider it if they are reassured that it will be safe and secure. More than ever, we must come together to ensure a rich and diverse travel ecosystem exists at the end of the pandemic in order to meet the quality experiences expected by modern travellers.”

That’s where you come in!

Here are the biggest trends to expect in 2021, with comments from some of the industry’s most popular booking channels.

Last-minute bookings to remain popular

Today’s traveller is a minimalist when it comes to planning, and for good reason. The trend of last-minute bookings seen through 2020 will continue in 2021, due to the level of uncertainty that’s been created by recent events. According to SiteMinder’s recent Changing Traveller Reports, almost three-in-five travellers globally say that in light of COVID-19, they will now book their next domestic trip just days and weeks in advance of leaving. Accompanying this will be an ever-present desire for flexibility, given we now know how quickly plans have to change on occasion.

HotelSpecials -

“Domestic and short break holidays will continue to dominate 2021. Prepare by offering flexible terms and conditions for all rates, and prepare for even more last-minute bookings than before.”

Travel bubbles to form and grow

We can expect to see the rise of more quarantine-free travel bubbles, which will be particularly important for countries where international tourism plays a vital role. At the time of writing, a travel bubble is imminent between New Zealand and the Cook Islands, and is eagerly awaited between Hong Kong and Singapore.

COVID-19 vaccines will only accelerate more of these bubbles into existence.

dnata -

“We’re confident that business will come back strongly once the vaccines have been deployed.”





The role of technology to be increasingly important

Understanding that travellers will require flexibility, speed and safety when it comes to their trips, means that hoteliers must rely on technology to provide the best possible service and ensure efficient operations. An example of this is contactless check-in, the adoption of which has been greatly accelerated due to COVID-19. The recent uptake of contactless check-in has not only ensured guest wellbeing, it has also increased customer satisfaction in the process.

Lastminute.com -

There has been, and will continue to be, a digital acceleration shifting from offline to online, increased by the effects of the COVID-19 outbreak.”



Travellers to demand more as hoteliers seek to innovate

The current crisis has brought out never-before-seen innovation across the hotel industry globally, from the reimagination of how hotel spaces can be repurposed as quarantine facilities and for work, to the creation of new revenue streams such as food & beverage delivery services. This comes at the same time as guests start to ramp up their expectations about what it means to have a good experience

stglobe -

“There is a built-up tension that is waiting to be released and we are expecting massive growth this year, assuming the predictions are true. But hoteliers need to be aware that a big percentage of their guests will be expecting more. More in terms of safety, more in terms of amenities, more in terms of opportunities to simply have fun. We’re going to see new types of travellers and we need to be prepared for everything.”

Health and safety measures to remain a priority

Even once the COVID-19 pandemic is behind us, there will be no dropping of standards. The crisis has highlighted a number of areas where cleanliness and hygiene can be improved, to the point where guests will expect and demand it in the future.

Hotelbeds -

“Health and safety standards are now even more valuable to our clients when reserving a hotel for their customers, as it will give them greater confidence and therefore help the tourism sector to recover more quickly. We encourage all of our hotel partners to either introduce their own standards or adopt third party standards where necessary.”

Pacific Bedbank -

“People will still want to enjoy annual holidays, as well as short breaks, but they will expect to stay in a COVID-safe, hygienic environment. It will be crucial that hoteliers provide clear and certified hygienic processes/factsheets to reassure guests of their quality standards in the new normal.”



Continued domestic travel to coincide with new trip length considerations

While a return to international travel remains in its infancy, travellers will continue to getaway in their own backyard, some enjoying the convenience of shorter trips, while others will look to travel in a more sustainable and meaningful way.

Around the world, global concern about the planet and its citizens is growing, especially in light of some of the impacts from COVID-19, such as significant decreases in pollution in major cities while people worked from home. This will result in the rise of more climate conscious travellers, which will increasingly impact travel decisions.



Hostelworld Group -

“Due to the global travel restrictions currently in place, we expect travellers to continue to spend their vacation time closer to home, travelling within their own country or continent.”

Mr & Mrs Smith -

“Sustainability is front of mind for customers and businesses alike, and are set to take on new, expansive levels. We’ve seen a change in attitude in both food and fashion: now it’s time for travel. This ‘transformative’ travel could result in more bucket-list trips, where travellers experiencing a new place or culture ask themselves: how can I be part of positive change here and give back to the community? This more conscious consumer, we hope, will consider flying less but staying longer – maybe by twinning city, coastal or countryside stays, or embracing road trips, or travelling more by train. We’re all much more familiar with remote working, so a blend of work and leisure has become easier than ever.”

And what about the speed of recovery in 2021?

How long until the world starts to feel 'normal' again? Most experts seem to think that this won't happen until the second or third quarter of the year, with some not expecting pre-Covid levels until 2023.

MyHotelBreak.com -

"From what we know at the moment, we are planning for some positive movement in the European spring of 2021."

World 2 Meet -

"The environment for travel will begin to change significantly in the second quarter of 2021. We are hopeful we will get back to pre-pandemic levels as far as volume is concerned in 2022."

Tourplan -

"We believe the first four to six months of 2021 will continue in much the same way as the second half of 2020. Only once the vaccines start having an impact in a significant number of countries will travel start to rebuild. The recovery will occur, however."

Hotelbeds -

"We don't expect to see a significant upswing in travel demand until probably the second quarter of 2021, and even then we don't expect it to return to 2019 levels until 2023."



Chapter 5

Advice from the industry's biggest voices



Whether you're connected to 15 channels or looking to connect your first, there's always a lot to be learned from world leaders in the industry. The amount of traveller data at their fingertips is unparalleled, and they know exactly how you can get the most out of each platform and how to best acquire new guests.

We asked some of the biggest distribution channels across the globe to hand out their tips and tricks, including how to succeed on their platform, how to win more profitable bookings, and how to prepare for 2021. Here's what they said:



Airbnb

Flexible cancellation policies are critical to give guests peace of mind. Also, if you haven't made your space available for longer stays, now is a great time to consider changing your settings.

Booking.com

Our key tip is that accommodation partners review the data-driven advice we give them via the Opportunity Centre in their extranet, as this advice is 100% personalised by our [Focus Finder tool](#). Last year, we were even able to deliver specific, recovery-related advice to help our partners optimise their policies and promotions to capture traveller interest in these unusual circumstances.

Agoda

We encourage our accommodation partners to provide flexibility and higher visibility to frequent quality travellers by fine-tuning their distribution strategy. According to a recent survey that we ran, holidaymakers are likely to travel more with family and friends in 2021, so hoteliers and property managers have the opportunity to capture this segment, and should be doing so by stimulating local demand while gearing themselves up for international travel.

Expedia Group

To make their properties stand out and perform at their best within the Expedia Group marketplace, hoteliers can:

- Update their content to clearly communicate the health and safety protocols that are in place, load refundable rates, etc.
- Check and update their quality and content scores to best reflect their properties.

Trip.com

A key travel trend we observed was the development of customer expectations, as they planned to depart on their first trips following the outbreak. Currently, travellers are seeking shorter trips and demanding premium products at affordable prices. So, in light of this, hoteliers should contemplate adjusting their prices, cancellation policies and promotions, to meet current customer needs.



See how SiteMinder can help your property manage the top booking revenue makers.

Watch a demo

Have any questions about what you've read? We'd love to chat about it with you!

Request a call with our experts

