



TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

Media Contacts

Caitlin Kasunich / Christina Panta
KCSA Strategic Communications
212.896.1241 / 212.896.1208
ckasunich@kcsa.com / cpanta@kcsa.com

New TravelClick Study and Data Project 2017 as a Record Year for GDS Hotel Bookings

Despite the Rise of Airbnb Among Consumers, Travel Agents Still Predominantly Book through GDS

NEW YORK – September 20, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions designed for hoteliers to maximize revenue and profits, and Phoenix Marketing International, a market research firm, recently concluded a study of more than 900 travel agents who are located throughout 52 countries. This study revealed that travel agents are continuing to report a record use of Global Distribution Systems (GDS) to make hotel reservations.

Coinciding with TravelClick's data projections for 2017, the study also indicates that it will be a record year for GDS hotel bookings. In fact, the data forecasts that GDS hotel booking growth will surpass 68 million reservations this year – an increase of over 2 million hotel bookings that were generated in 2016. The 2017 Global Travel Agent GDS study surveyed travel agents worldwide who use Amadeus, Sabre and Travelport.

Advertising on the GDS continues to prove its worth for global hoteliers

Half of global travel agents who were surveyed (50 percent) reported they are using the GDS more often compared to two years ago. Additionally:

- Twenty-nine percent of these travel agents said they are using GDS shopping displays more often compared to the past two years.
- Over two-thirds (69 percent) said they are aware of GDS promotional text messages, up from 65 percent in 2015.
- Globally, 70 percent of travel agents who were surveyed also reported they will book a great hotel offer regardless of advertising screen type.

"It's clear from both the research and our data that global travel agents rely on the GDS as an essential operating system for conducting hotel research and booking reservations," said John Hach, senior industry analyst, TravelClick. "This study is also consistent with our business intelligence data, which shows that GDS hotel bookings and average daily rates (ADR) that are generated through travel agents are on the rise. All of this further proves that hoteliers have ample opportunity to generate incremental revenue and maximize revenue per available room (RevPAR) through the power of the GDS."

Rate parity still an important factor for travel agents who book on the GDS

Travel agents around the world remain virtually unanimous in their belief that GDS systems should offer rate parity – maintaining consistent rates for the same product on all online distribution channels – with 89 percent of all travel agents who were surveyed considering this somewhat or very important. Nearly two-thirds of travel agents who were surveyed (63 percent) said they even actively book away from hotels that do not offer their best rates within the GDS.

As travel habits evolve, so do amenities and value-added inclusions

Globally, amenities continue to serve as a driving force in travel agents' booking behaviors, although these amenities are changing due to evolving travel habits, particularly among millennials. According

to travel agents surveyed who indicated amenities and offers that are geared toward the traveler are appealing, the most appealing amenities include swimming pools, free parking, airport shuttles or transfers, hotel gyms and early check-in/late check-out (note: complimentary breakfast and Internet were excluded from this year's study to get a sense of which other amenities travelers find important).

Travel agents remain loyal to properties that are listed on the GDS

Despite the upsurge and subsequent rapid growth of Airbnb among consumers, travel agents have not overwhelmingly embraced on-demand/sharing economy sites in the same way, with 46 percent of travel agents who were surveyed saying they are booking alternative lodgings less often, as they are not bookable on GDS.

"Travel agents cited a strong preference to book lodging directly through the GDS systems and not on Airbnb or other alternative lodging websites," added Hach. "Keeping this in mind, hoteliers have access to a proven and growing hotel booking audience to help them effectively compete within the sharing economy."

To learn more about the results of TravelClick's GDS study, please register for one of the following complimentary webinars:

- [Tuesday September 26, 2017, 10:00 PM EDT](#)
- [Wednesday September 27, 2017, 10:00 AM EDT](#)
- [Wednesday September 27, 2017, 2:00 PM EDT](#)

###

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 38,000 hoteliers to drive better business decisions and know, acquire, convert and retain guests. The Company's interconnected suite of solutions includes Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management. As a trusted hotel partner with more than 30 years of industry experience, TravelClick operates in 176 countries, with local experts in 39 countries and 14 offices in New York, Atlanta, Bucharest, Chicago, Barcelona, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. Additionally, the Company fosters more than 600 travel-focused partnerships for hotels to leverage. Follow TravelClick on Facebook, Twitter and LinkedIn.

About Phoenix Marketing International

Phoenix Marketing International helps clients improve their Brand and Communications, create and refine the products and services that they deliver, and optimize the Customer Experience driven by those commitments. The needs of our clients direct what we do. We are technology and methodology agnostic, recommending to our clients only those activities that will enable them to achieve their business goals. Research is reborn every day at Phoenix, always pushing the Industry by developing and applying new approaches, tools, and techniques – resulting in faster, more disruptive insights. Founded in 1999 by Chairman and CEO, Allen R. DeCotiis and President, Martha Rea, Phoenix Marketing International has established its global presence with offices in major locations such as New York, New Jersey, Boston, Philadelphia, Raleigh/Durham, Detroit, London, and Shanghai.

