

hotelbeds



GSTC 2023 Conference

DATA, TRENDS AND STATS SESSION

#MakingTheDifference

ABOUT HOTELBEDS

Hotelbeds connects and empowers the world of travel



VISION:

Hotelbeds aspires to be the key B2B TravelTech one-stopshop player, reshaping the travel ecosystem and empowering choice for partners and travellers.



MISSION:

As a leading B2B tech solutions provider, it's our mission to connect the global travel ecosystem - from accommodation, transport, activities & payments providers, to local and global brands - and empower choice for partners and travellers worldwide.



hotelbeds IN NUMBERS



GOVERNANCE



+300,000
PROPERTIES



+200
CHANNEL MANAGERS



+500
CAR RENTAL SUPPLIERS



GLOBAL
TRANSFER ROUTE COVERAGE



+16,000
EXPERIENCES



+64,000
RETAIL TRAVEL AGENCIES



+100,000
INDIVIDUAL TRAVEL BOOKERS



+4,500
TOUR OPERATORS



+870
WHOLESALE



+1,260
AIRLINES, AFFILIATES, OTAs & OTHERS

SOCIAL



3,139
EMPLOYEES



86
NATIONALITIES



57%
WOMEN



43%
MEN



95%
EMPLOYEES HAVE RECEIVED TRAINING



419
CAREER MOVES & PROMOTIONS



+4,500
VOLUNTEER HOURS



29K
HOURS OF LEARNING INVESTED



34
CULTURE HEROES



+600
ROOM NIGHTS TO HELP UKRAINIAN REFUGEES

ENVIRONMENTAL



MORE THAN
8,000
TREES PLANTED



37,918
PROPERTIES IN OUR GREEN HOTELS PROGRAMME



12,68%
CONVERSION RATE OF OUR MARKETING GREEN HOTEL CAMPAIGNS



373
SINGLE-USE PLASTIC FREE HOTELS

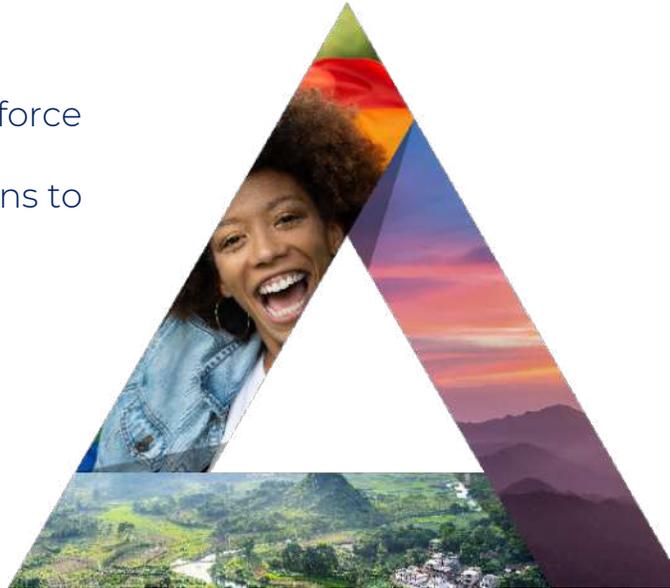


HOW IS OUR ESG?

As a leader in the TravelTech space, we are committed to contribute to creating a sustainable future for our planet and to making tourism a force for good

SOCIAL

Create a diverse, engaged and healthy workforce that contributes building a healthy society.
Support local communities in key destinations to thrive and progress.



GOVERNANCE

Ensure compliance with laws and regulations in every market where we operate and conduct our business with integrity, respect and support human rights in our value chain.

Use our strategic position in the industry to influence, create alliances and support our stakeholders in their ESG journey.



ENVIRONMENTAL

Protect our planet today to make it possible for future generations to enjoy travel.
Contribute to the development of sustainable tourism.

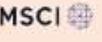
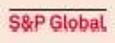
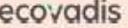


How does data help us to #MarktheDifference, leveraging our strategic position as a B2B company?



Regulatory compliance

- **Where are we?** Realising a new reporting framework
- **Why?** To comply with existing regulations, anticipate future regulations and solidify our commitment to sustainability.
- **What is the future of reporting?** Knowing not only our impact but that of the entire value chain.

REGULATIONS	STANDARDS	FRAMEWORKS	CERTIFICATIONS
 <p>EU Taxonomy EU CSRD (replacing current NFRD)</p>  <p>TCFD <small>*Mandatory for some industries, in some countries UK, AC, CAH</small></p> <p>Law 11/2018 on non-financial information and diversity (Spain)</p> <p>The UK Modern Slavery Act</p>  <p>U.S. SECURITIES AND EXCHANGE COMMISSION</p> <p><small>Pending identification of main countries and applicable regulations.</small></p>	  <p>GRI Dow Jones Sustainability Indexes</p>  <p>SASB STANDARDS <small>Now part of IFRS Foundation</small></p>	  <p>OBJETIVOS DE DESARROLLO SOSTENIBLE CDP <small>OPENING SUSTAINABLE BUSINESS</small></p>   <p>UN GLOBAL COMPACT PRI <small>Principles for Responsible Investment</small></p>	  <p>MSCI S&P Global</p>   <p>ecovadis B</p>
TOURISM SECTOR			
  <p>GSTC Global Sustainable Tourism Council</p>  <p>UNWTO</p>  <p>Preferred by Nature</p>	  <p>TRAVALYST Hotels.com</p>  <p>Hotel Sustainability Search</p>	  <p>Green Key BIOSPHERE TOURISM</p>  <p>Travelife Sustainability in tourism</p>	



Working with our stakeholders to improve sustainability



GREEN HOTELS PROGRAMME

- + 37.918 properties
- All of them hold a certification according to the GSTC criteria or have developed sustainability programmes with equal or higher sustainability standards.

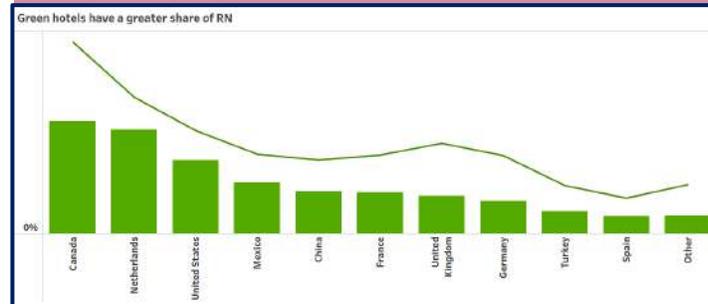
- We have run specific Green Hotels marketing campaigns that have achieved a **12,68%** conversion rate.
- We want to expand the programme to sustainable destinations, activities and experiences.
- **30%** more people have actively chosen to book properties that are part of the TravelTech company's Green Hotels programme over the past 12 months compared to the previous year.



SUSTAINABILITY WAVE CAMPAIGNS

- This year we are launching 3 different campaigns: Free single-use plastic, accessibility and 0 waste.
- + 4.860 properties are free of single-use plastic.

The objective of the "Sustainability wave" campaigns is to make our value chain aware of the importance of moving towards a more sustainable model because:



ESG multi-stakeholder collaboration

- Make room 4 Ukraine campaign: we offered more than 600 room nights and helped more than 180 people.
- Earthquake relief campaign in Turkey and Syria: we participated in building more than 14 prefabricated houses and sent more than 20 pallets of clothes and basic goods.

Create a collaborative group to exchange of best practices and to collaborate on projects. And join forces in corporate volunteering.

Predicting trends and including ESG in decision making

What does the data offer?

1. It supports persuading people of the importance of sustainability for the planet and the traveller.
2. It helps predict trends and identify that sustainability is already a reality in travellers' decision-making.
3. It facilitates better decision-making, saving and focusing resources.

2



Green hotels for CNY have better growth relative to LNY (2019) than their non-green counterparts.

1

The fourth landing page with the most visitors of all active landing pages.

HB GREEN HOTEL LANDING PAGE - OVERALL.

<https://promo.hotelbeds.com/green-hotels-global/>
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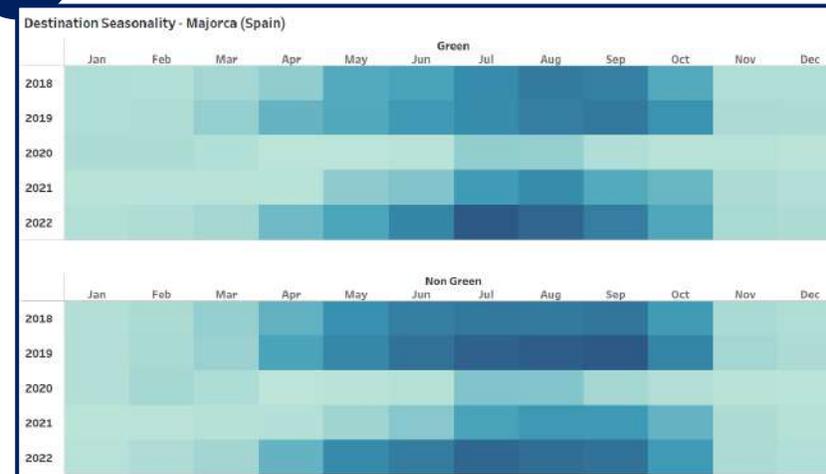
VISITORS	IEWS	CONVERSIONS	CONV. RATE
32579	55868	4432	12,68%

BOL GREEN HOTEL LANDING PAGE - OVERALL.

<https://promo.bedsonline.com/green-hotels-global/>

VISITORS	IEWS	CONVERSIONS	CONV. RATE
24625	42216	3567	14,49%

3



This example shows Mallorca inbound for Green and non Green hotels.