



THE TOP 15

revenue-generating hotel booking channels

2017

In 2017, SiteMinder's channel management solution processed 72 million reservations worth US\$21.53 billion in revenue for hotels around the world. That's nearly 137 bookings worth almost US\$41,000 per minute, and each came from one of the 350 distribution channels that hotels can connect to through SiteMinder.

With so many channels to choose from, it can be hard for hoteliers to know exactly which will most effectively fill their rooms and bring in the right business mix. So, to help, we've put together these lists of the top 15 revenue-generating distribution channels of 2017, as based on the gross booking revenue that passed through to our hotel customers in some of the world's top tourism destinations, via our channel management solution, during the year...

Australia

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Agoda
5. AOT Group
6. Jetstar/Horoo/Qantas
7. Global distribution systems
8. GTA
9. Lido
10. Hostelworld Group
11. Hotelbeds
12. HotelsCombined
13. need it now
14. Ctrip
15. Flight Centre Travel Group

Thailand

1. Booking.com
2. Expedia
3. Agoda
4. Hotel websites (direct bookings)
5. GTA
6. Hotelbeds
7. Ctrip
8. Fusion Holidays
9. Traveloka
10. HotelTravel
11. Rakuten
12. Hostelworld Group
13. Flight Centre Travel Group
14. Asia Travel
15. HRS - Hotel Reservation Service

Indonesia

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Agoda
5. Traveloka
6. Hotelbeds
7. My Bookings/Entertainment Book
8. GTA
9. Global distribution systems
10. PegiPegi
11. Ctrip
12. Airy Rooms
13. Flight Centre Travel Group
14. Tiket.com
15. MG Holiday

USA & Canada

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Global distribution systems
5. Agoda
6. GTA
7. Priceline.com
8. Hotelbeds
9. Hostelworld Group
10. Hotusa
11. Rakuten
12. Hotwire
13. HotelTonight
14. Orbitz
15. Tourico

Mexico

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Despegar.com
5. Hotelbeds
6. BestDay.com
7. Global distribution systems
8. GTA
9. Getaroom.com
10. Welcome Incoming
11. Priceline.com
12. Mr & Mrs Smith
13. Tablet Hotels
14. PriceTravel
15. Tourico

United Kingdom

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Global distribution systems
5. LateRooms.com
6. Agoda
7. GTA
8. Hotelbeds
9. Hostelworld Group
10. HRS - Hotel Reservation Service
11. Lastminute.com
12. Mr & Mrs Smith
13. Hotusa
14. Super Break
15. JacTravel

Spain

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Hotelbeds
5. GTA
6. Keytel Hotels
7. Hotusa
8. NT Incoming
9. Agoda
10. HRS - Hotel Reservation Service
11. Global distribution systems
12. Welcome Incoming
13. Serhs Tourism
14. On the Beach
15. Jumbo Tours

Germany

1. Booking.com
2. HRS - Hotel Reservation Service
3. Expedia
4. Hotelbeds
5. GTA
6. Hotel websites (direct bookings)
7. Global distribution systems
8. Agoda
9. Hostelworld Group
10. Tomas Travel
11. Keytel Hotels
12. HotelSpecials
13. Kurzurlaub.de
14. TravelBird
15. Hotusa

France

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Hotelbeds
5. Global distribution systems
6. GTA
7. HRS - Hotel Reservation Service
8. Hostelworld Group
9. Agoda
10. Infinite Hotel
11. Keytel Hotels
12. Hotusa
13. JacTravel
14. Weekendesk
15. Lastminute.com

Italy

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Hotelbeds
5. Global distribution systems
6. HRS - Hotel Reservation Service
7. Hostelworld Group
8. Agoda
9. GTA
10. Keytel Hotels
11. Mr & Mrs Smith
12. HotelsCombined
13. Prestigia
14. Tablet Hotels
15. Welcome Incoming

Greece

1. Booking.com
2. Expedia
3. GTA
4. Hotelbeds
5. Hotel websites (direct bookings)
6. Mr & Mrs Smith
7. Global distribution systems
8. Agoda
9. OTS Globe
10. HRS - Hotel Reservation Service
11. Splendia
12. Sunhotels
13. Tablet Hotels
14. Prestigia
15. Special Tours Wholesalers

Middle East

1. Booking.com
2. Expedia
3. GTA
4. Agoda
5. Hotelbeds
6. Hotel websites (direct bookings)
7. Global distribution systems
8. HotelsCombined
9. HRS - Hotel Reservation Service
10. Mr & Mrs Smith
11. Prestigia
12. Lots of Hotels
13. Epoque Hotels
14. Sunhotels
15. Lastminute.com

South Africa

1. Booking.com
2. Expedia
3. Hotel websites (direct bookings)
4. Hotelbeds
5. GTA
6. Agoda
7. followme2AFRICA
8. Global distribution systems
9. Tourplan
10. HRS - Hotel Reservation Service
11. Hostelworld Group
12. SafariNow.com
13. HotelsCombined
14. Tablet Hotels
15. Exclusively Hotels (Total Stay)

These channels contributed over **87%** of the total revenue generated for our hotel customers around the world, via our channel management solution, last year!

It's all about diversification

These lists feature a diverse range of both B2B and consumer channels – from OTAs to hotel websites, wholesalers and global distribution systems – illustrating the material impact a diversified hotel distribution strategy can have on a hotel's bottom line.

Want to learn more?

Visit SiteMinder.com and contact one of our distribution specialists today.