

## THE TOP 15

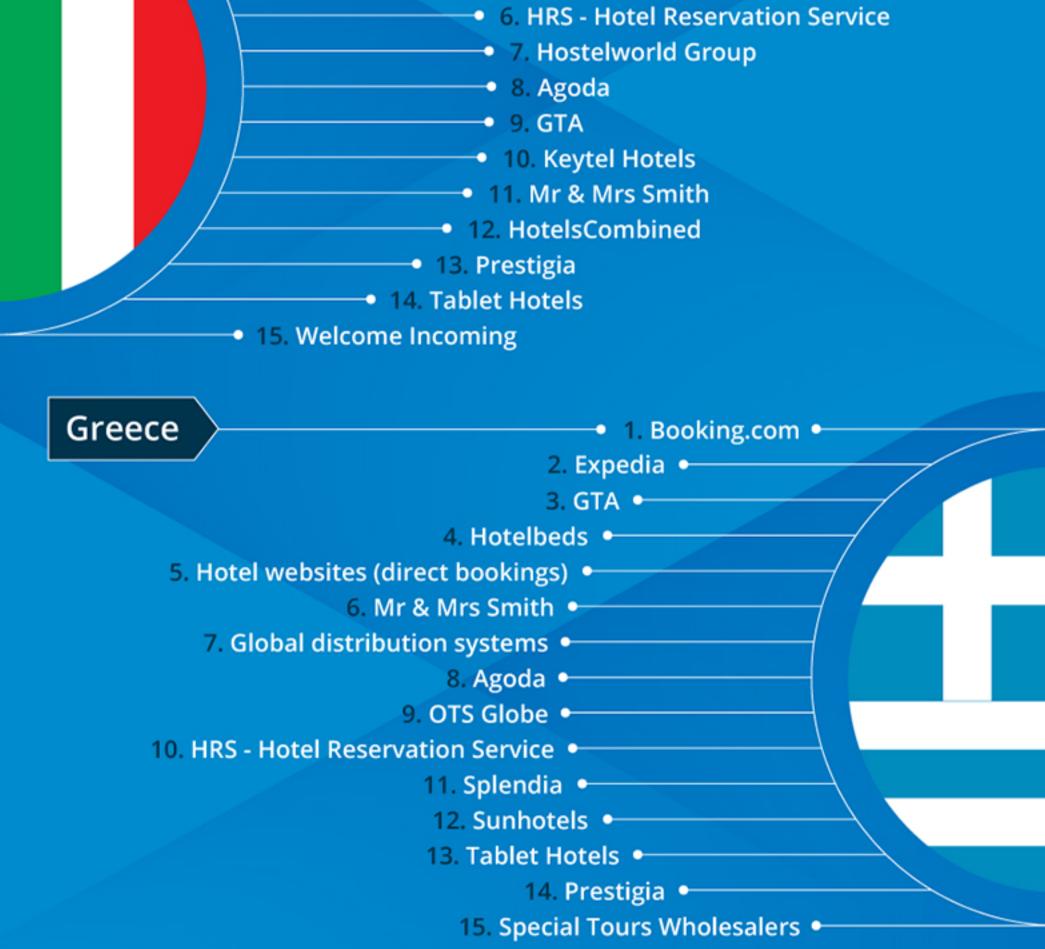
revenue-generating hotel booking channels 2017

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

In 2017, SiteMinder's channel management solution processed 72 million reservations worth

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...





12. Hotusa •

13. JacTravel •

3. Hotel websites (direct bookings)

5. Global distribution systems

4. Hotelbeds

15. Lastminute.com •

Italy

Middle East

14. Weekendesk •-

1. Booking.com

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2. Expedia

→ 3. GTA

4. Agoda

5. Hotelbeds

11. Prestigia

12. Lots of Hotels

6. Hotel websites (direct bookings)

7. Global distribution systems

9. HRS - Hotel Reservation Service

8. HotelsCombined

10. Mr & Mrs Smith

2. Expedia

 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) •



Visit SiteMinder.com and contact one

of our distribution specialists today.

These channels contributed over 87%

channel management solution, last year!

customers around the world, via our

of the total revenue generated for our hotel

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?

These lists feature a diverse range of both B2B and consumer channels - from OTAs to

