

## **STAAH data posts Goibibo as top site for hotel bookings in India in 2017**

STAAH, a leading hospitality distribution provider, has revealed the top 10 booking sites in 2017 for India. Goibibo leads the pack with Booking.com, Makemytrip and Expedia right behind in the line.

The top 10 booking sites in India in 2017 according to STAAH from the first to 10th rank are, Goibibo, Booking.com, Makemytrip, Expedia, Agoda, Travelguru, Cleartrip, STAAH [Booking Engine], HRS, Hotelbeds. The list is based on total room nights processed via the STAAH cloud-based channel manager and its website booking engine for the company's partner properties in India.

The list captures the diversified channels that make up a property's distribution strategy today and provide an important success metric. The diversity indicates that properties are tapping into the vast options available to them to target more defined audiences that are closer to the travel types they are trying to reach and attract.

STAAH's ConvertDirect Booking Engine also made it to the list indicating its continued and fast-moving shift towards high-value direct bookings.