

Hotelbeds Group announces Riviera Maya as host destination for 8th edition of Hotelbeds' MarketHub Americas

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- *Powered by data, driven by people* theme will explore fast-evolving landscape of travel data – and how travel companies can use this to boost growth.
- Extensive programme of guest speakers, including retired NASA astronaut Jon McBride.
- Event gathers several hundred tour operator and OTA attendees from across North, Central and Latin America.

Palma de Mallorca, April 6th 2017 - [Hotelbeds Group](#), the number one bedbank worldwide and business-to-business provider of services to the travel industry, announced today that its Hotelbeds brand – which supplies the world's tour operators and online travel agencies (OTAs) with accommodation and ancillary products – has chosen Riviera Maya as the host destination for the 8th annual edition of Hotelbeds' MarketHub Americas.

The event will be attended by several hundred travel professionals from tour operator and OTA clients of Hotelbeds and will take place from Monday 24th to Thursday 27th April in the five star **Hard Rock Hotel Riviera Maya**, located in Mexico's Yucatan peninsula.

The theme of this year's event will be *Powered by data, driven by people*. The event will focus on how travel companies can use data to drive growth in their businesses. This will include insights into how the landscape of travel data will evolve over the coming years, as well as what companies need to do to respond to this.

During the event there will be numerous guest speaker presentations, including from retired NASA astronaut Jon McBride of the Kennedy Space Centre, as well as many speakers from both the travel provider partners and travel seller clients of Hotelbeds Group – as well as some of its own senior management.

Carlos Muñoz, Bedbank Managing Director at Hotelbeds Group, commented: *"The introduction of new technologies is sure to transform how our industry operates in an almost unrecognizable way over the coming years, but ultimately it is data that is at the core of this rapid evolution. How we collect, analyse and, most importantly, react to data is what will define the success or failure of many businesses in our industry."*

"This is a topic we've been pioneering at Hotelbeds Group for many years and this event will outline what travel industry companies need to do to keep ahead and benefit from this trend during the coming years."

"We look forward to the participation of many leading experts during the event, both from our client and provider base, but also from guest speakers such as retired NASA astronaut Jon McBride and our Premium sponsorship partners Euler Hermes and Solunion, along with other sponsors such as Karisma Hotels & Resorts, Hard Rock, Best Western, Playa Hotels & Resorts, Universal Orlando Resort, Wynn, Atlantis Paradise Island Bahamas and Palladium Hotel Group."

The Hotelbeds MarketHub Americas annual event brings together hundreds of the top industry decision makers from across the Americas, both North, Central and Latin America. It is a unique opportunity to meet like-minded experts and colleagues from the global travel & tourism industry in a dynamic yet informal environment of presentations from leading experts, networking, hospitality and entertainment.

MarketHub events have a proven track record, with more than eight events in the Americas and four in Europe having taken place already. This year Hotelbeds has reached an important milestone by launching **the first ever MarketHub Asia**, which will be held in Bangkok, Thailand from Monday 22nd to Thursday 25th May.

The **Hard Rock Hotel Riviera Maya** is a five-star hotel located in Puerto Aventuras on the Riviera Maya in Mexico's Yucatan peninsula. It has 1,264 rooms and features its own private beach, alongside four restaurants and six pools with swim-up bars.

For more information about MarketHub Americas and Asia, please visit www.themarkethub.com

About Hotelbeds

Hotelbeds (www.hotelbeds.com) is the world leading bedbank with an online database of over 120,000 hotels in 185 countries. For the year ending 30 September 2016 Hotelbeds sold 27 million room nights.

Hotelbeds was founded in 2001 and belongs to the global provider of travel services Hotelbeds Group, the world's number one bedbank and a business-to-business provider of services to the global travel industry.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects, 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 120,000 hotels, 20,000 transfer routes and 12,000 activities.

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BY DATA**
DRIVEN BY PEOPLE

