

Hotelbeds announces Costa Mujeres as host destination for 9th edition of MarketHub Americas

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- Invitation only, three-day event will be held in Cancun from May 7 to 10.
- 'SHIFTING FUTURES' theme to explore how travel companies can future-proof their technology, payments, and data strategies - while tackling the key topic of the complexity of distribution.
- Guest speakers confirmed from Skift, Phocuswright, Amazon, Google, and McKinsey & Company to appear on stage.
- Palladium Group, Accor Hotels, Atlantis Hotels and Resorts, Disney Destinations, Euler-Hermes - Solunion, Hilton, RCD Hotels and Wynn Encore Las Vegas currently confirmed as Premium and Platinum sponsors.

Orlando, 4 April 2019. [Hotelbeds](#), the world's leading bedbank, has chosen Costa Mujeres in Cancun as the host destination for the 9th edition of Hotelbeds' MarketHub Americas event that will take place from Tuesday 7 to Friday 10 May.

The event will take place under the theme of 'SHIFTING FUTURES' and will explore how the travel sector should react to the changes and shifts in the industry to better prepare for the future in terms of key topics such as technology, the complexity of distribution, payments, and data.

Guest speakers from the leading industry publication Skift and the renowned industry analysts Phocuswright will be appearing on stage to both give a key note speech plus host a panel session. Additionally, experts from Amazon, Google and McKinsey & Company will also be appearing on stage at this dynamic event. Further speakers will be confirmed in due course.

MarketHub Americas is an invitation-only, three-day event attended by up to 500 of the most important Hotelbeds partners from all the key source markets of the Americas. Attendees include senior executives and decision makers from tour operators, airlines, loyalty and reward points schemes, leading travel agency chains and online travel agents.

Hotelbeds is proud to announce that its Premium and Platinum partners currently confirmed will be, Palladium Group, Accor Hotels, Atlantis Hotels and Resorts, Disney Destinations, EULER HERMES - Solunion, Hilton, RCD Hotels and Wynn Encore Las Vegas.

Additionally, Hotelbeds is proud to confirm that the hotel hosts for this year's MarketHub in the Americas will be the luxurious, 5-star Grand Palladium Costa Mujeres Resort.

Gold, Silver and Bronze partners have also been confirmed and further sponsorship opportunities still remain available for potential partners to position themselves with this senior group of the industry's most important decision makers.

Carlos Muñoz, Bedbank Managing Director at Hotelbeds, commented: *"Due to the great success of our previous MarketHubs and in order to thank our expanded customer base, I'm very pleased to confirm that this year's edition will be in Costa Mujeres, Cancun and that we'll be having both Skift and Phocuswright delivering key note speeches - exploring important topics such as the complexity of distribution.*

"This MarketHub will be particularly exciting for us as it will be the first edition as one consolidated company. Over the last year we've been working hard to create one new and enhanced business to

better serve our partners including: a new and consolidated leadership structure; one single account management and billing point for all partners including travel buyers and hoteliers; the launch of a Product Management department; and an enhanced IT structure that is now almost completely migrated onto one, new platform.

"I look forward to thanking in person all our sponsors and hotel host partners for helping make this event happen – and of course clients for their loyalty, as well as their trust in us to continue to deliver them with the best and most exclusive deals available in the market."

A key and regular industry fixture since 2009, MarketHubs are one of the leading events for bringing the travel industry together, with nine previous events in the Americas, five in Europe, and one in Asia.

The MarketHub Americas event will kick-off with a cocktail dinner on the Tuesday evening, with the Wednesday and Thursday featuring a conference and trade show by day and exclusive entertainment by night.

For more information about the MarketHub Americas event, please visit <https://www.themarkethub.com/americas/>

About Hotelbeds

Hotelbeds is the world's leading business-to-business Bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotels across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier's direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering 24,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the 'Beyond the Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain and employs around 5,000 employees across over 60 offices globally.

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Alicia Orta Stanford · alicia.ortastanford@hotelbeds.com

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