

[MarketHub Europe to debate the future of travel](#)

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Palma, Spain, 16 March 2023 – Google, the World Travel and Tourism Council, Morgan Stanley and the Global Sustainability Tourism Council will take the top billing at this month's MarketHub Europe by [Hotelbeds](#) as the tourism industry comes together to discuss the future of travel.

Held at the [nhow Amsterdam RAI](#) from 28-31 March 2023, the event will bring together more than 400 key decision-makers and influencers from the global tourism industry to analyse the latest travel trends and forecast who the traveller of tomorrow will be, and how we can ensure travel is more sustainable for all.

The event, returning after a three-year hiatus, will feature keynote speeches and panel discussions focused on the MarketHub's central theme of "Where next?", discussing the issues that define our industry – from data and technology to how we successfully deliver connected trips. Hotelbeds will also be joined by executives from Forward Keys, Bitstamp, Billio.io, and Telefónica Innovation, all of whom will bring rich data and insights to the forum.

"We are delighted to be welcoming guest speakers from some of the leading providers in our sector whose many years of experience enable them to predict where our industry will go next," said **Carlos Muñoz Capllonch, Chief Commercial Officer at Hotelbeds**. "Sustainability continues to drive travel choices and we'll also learn about emerging trends. I'm grateful to our sponsors for making MarketHub Europe possible – it promises to be an insightful event."

Confirmed platinum sponsors include NH Hotel Group (part of Minor), Discover Puerto Rico, Accor, Disney Destinations, Cullinan Belek, Clermont Hotel Group, HotelRunner, Rixos Hotels, and Experience Kissimmee.

In addition to the conference programme, there is also a trade show arena and significant networking opportunities.

MarketHub Europe is an invitation-only event attended by the most important Hotelbeds partners from all the key source markets of Europe, the Middle East and Africa.

For more information about the MarketHub Europe, please visit www.themarkethub.com/europe/

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About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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Hotelbeds Media Contact

PR & Media Relations

Clara Truyols - clatruyols@hotelbeds.com

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