

# [MarketHub Americas asks ‘Where Next?’ for travel](#)

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**Palma, Spain, 25 April 2023** – Tourism leaders from across the world are preparing to gather in Cancun, Mexico, next month to debate “Where Next?” for the travel industry at the 10<sup>th</sup> edition of the MarketHub Americas by [Hotelbeds](#).

The two-day conference, on 10-11 May, will look at who the traveller of tomorrow is as well as the generation of disruption and the impact this will have. Additional topics will cover the power of personalisation and how innovation will guide the future of travel.

“On this milestone year for MarketHub Americas, there is a wealth of topics to discuss about the future for our industry,” said **Carlos Muñoz Capllonch, Chief Commercial Officer at Hotelbeds**. “As a leading TravelTech company, we would be remiss not to deep-dive into how technology and data are reshaping the travel ecosystem, and how our clients can use this to attract new consumers while at the same time inspiring greater loyalty from their existing customers.”

In addition to the conference programme, there is also a trade show arena and significant networking opportunities. Speakers at the conference include; Nejc Jus, Head of Research at the World Travel & Tourism Council; Irene Gómez from Telefónica; Bobby Shoraka from Morgan Stanley; and Thomas Sacchetti from Smarter Travel.

Underscoring the popularity of MarketHub Americas, a number of Hotelbeds’ partners have signed as platinum sponsors of the event namely: Blue Diamond Resorts, Hard Rock International, Palace Resorts & Leblanc Spa Resorts , Inclusive Collection, part of Hyatt Hotels & Resorts, RCD Hotels, Universal Parks and Resorts, Hilton, Discover Puerto Rico, NH Hotel Group part of Minor, Experience Kissimmee, Türkiye Tourism Promotion and Development Agency, Grupo Xcaret, Crystal Hotels, Titanic Hotels, BWH Hotel Group and Rixos Hotels.

MarketHub Americas is an invitation-only event attended by key Hotelbeds partners from across the region.

For more information about the MarketHub Americas, please visit the [website](#).

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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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