

# **MarketHub Americas, a new vision on the travel ecosystem**

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**Palma, Spain, 9 May 2023** – The 10<sup>th</sup> edition of MarketHub Americas, [Hotelbeds'](#) flagship event, returns to Cancun, Mexico, tomorrow (10 May). Taking place at the Royalton Splash Riviera Cancun hotel, the event will be attended by influential leaders from across the travel ecosystem.

“As the MarketHub gets underway, excitement is building here in Cancun as our partners and friends from across the industry arrive for our first regional MarketHub in three years,” said Carlos Muñoz Capllonch, Chief Commercial Officer of Hotelbeds. “The Hotelbeds team here, as well as our guests, are looking forward to hearing from all the speakers who are sure to provide us with great insights into our industry, which will serve as inspiration for all that is to come.”

As MarketHub Americas gets underway, here are a few highlights of this year’s conference agenda:

## **Mexico for MarketHub**

This is the fifth time Hotelbeds is bringing its flagship event to Mexico, one of the most important markets for Hotelbeds. In recent weeks, the company has reported a 50% increase in room nights versus 2019, with Cancun even higher at more than 70. More than 500 local and international executives will be in the city to hear from some of the biggest names in tourism and technology, such as Hyatt Inclusive Collection, World Travel and Tourism Council and Telefonica.

## **Focus on sustainability**

Just weeks after Earth Day when [Hotelbeds announced the growth of sustainable travel](#), the MarketHub will delve into the transformation towards green tourism and how sustainability is no longer an option but a requirement for today’s travellers as they increasingly seek eco-friendly experiences when they travel. Guests will hear from the Global Sustainable Tourism Council and Palace Resorts on the standards they’re setting for the industry and also learn how intrinsic sustainability is to tourism from Discover Puerto Rico and the Turkish Tourism Promotion and Development Agency.

## **Women take centre stage**

Showcasing diverse leadership is a key focus of the conference. This year, 12 visionary female leaders will take to the stage to share their insights on what will undoubtedly help shape the future of travel. Speakers include Diana Martin of NH Hotel Group (part of Minor), Hotelbeds’ Chief Technology and Operations Officer Paula Felstead and Irene Gómez, Innovation Director at Telefonica.

## **Tech takeover**

What is the next technological revolution in the travel industry? MarketHub panellists will discuss the next steps in digitisation, personalisation of the traveller experience, and also uncover the new tools available that can increase business opportunities. The conference will look in-depth at the role AI is playing as well as how this and other innovations will disrupt the future of travel.

The MarketHub Americas is an invitation-only event attended by key partners from across the region. For more information, 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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