

# **MarketHub Asia 2023: Shaping the future of travel in Bangkok**

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**Palma, Spain, 13 September 2023** – [Hotelbeds](#) popular MarketHub is returning to Asia later this year to bring travel professionals from across the globe together in Bangkok from 21-23 November 2023.

[Amari Bangkok](#) will host the upcoming edition of MarketHub Asia which, under the theme “Where next?”, will feature a dynamic series of interactive sessions, engaging panel discussions and networking opportunities designed to promote business growth and innovation. Participants will hear valuable insights from travel leaders, as well as exchanges with a range of industry experts, helping to shape the future of travel in the Asia-Pacific and Middle East regions.

“MarketHub Asia showcases the value of bringing leaders from across the travel industry and beyond together to learn and uncover all the opportunities that lie ahead,” said Carlos Munoz, Chief Commercial Officer of Hotelbeds. “We believe that with its strategic location in Bangkok, this event will provide a gateway for global travel professionals to tap into the potential of both the Asia-Pacific and Middle East markets and explore business opportunities across the regions. MarketHub’s return to Asia reflects the progress made in the travel sector’s recovery and signifies renewed confidence in the future of tourism.”

The latest data from Hotelbeds shows that Thailand has experienced remarkable growth as a travel destination, with an impressive 180% increase compared to this time last year. Among the top destinations chosen by travellers when visiting the country are Bangkok, Koh Samui, Krabi, Pattaya and Phuket.

This is supported by recent figures from the Thai Ministry of Tourism and Sports, which show that the country has welcomed almost 12 million international tourists since the beginning of the year. SiteMinder, Meituan and the Tourism Authority of Thailand (TAT) found that Chinese travellers led the boom, with more than 1.3 million arrivals.

Previous editions of MarketHub, held in Amsterdam and Cancun earlier this year, were a resounding success, attracting industry professionals and thought leaders eager to collaborate, explore emerging trends and showcase the industry's resilience and adaptability in an ever-changing environment.

MarketHub Asia is an invitation-only event attended by key Hotelbeds partners from across Asia-Pacific and Middle East.

Amari Watergate Bangkok is part of the ONYX Hospitality Group, an established hospitality management company with more than five decades of experience in the Southeast Asian hospitality industry. As part of the group, which includes brands such as Amari, Shama and OZO, the hotel is dedicated to meeting the discerning needs of business and leisure travellers. Committed to sustainability, Amari Watergate Bangkok actively prioritises the reduction of travel footprint to preserve travel privileges for future generations, while ensuring a luxurious and welcoming ambience.

For more information about the MarketHub Asia, 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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