

# [Raising the bar in travel and tourism: MarketHub Asia in Bangkok](#)

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**Palma, Spain, 14 November 2023**- As industry leaders prepare for MarketHub Asia next week, Hotelbeds promises to uncover the latest and most crucial trends in the world of travel with the presence of renowned speakers such as Google, Global Sustainable Tourism Council (GSTC) and the Pacific Asia Travel Association (PATA).

During the two-day conference, thought leaders will dive into the evolution of travellers, focusing on the growing importance of sustainable and responsible travel, as well as data-driven consumer decision-making.

“The packed agenda for MarketHub Asia, featuring world-leading organisations shows the value this event has for leaders across the travel industry” said **Carlos Muñoz, Chief Commercial of HBX Group, parent company of Hotelbeds**. “It promises to be an insightful event covering the hottest topics such as the power of personalisation of experiences, the benefits of collaboration to foster innovation and much more.”

Fostering global collaboration and knowledge-sharing among the 400 attendees from 16 countries across Asia-Pacific and the Middle East, the event will take place from November 21-23 at the Amari Bangkok Hotel.

MarketHub Asia will not only offer a world-class conference programme but will also provide a unique platform for networking. Supported by select sponsors including ONYX Hospitality Group, NH Hotels (part of Minor), Clermont Hotel Group, Accor, Visit Hungary, Rixos Hotels and Titanic Hotels, MarketHub Asia is an exclusive, invitation-only event that brings together Hotelbeds' strategic partners and clients.

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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## **Hotelbeds Media Contact**

PR & Media Relations

Clara Truyols -[clatruyols@hotelbeds.com](mailto:clatruyols@hotelbeds.com)

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