

# **HBX Group reveals United States as top festive destination for 2023**

Submitted by jsalgueiro@hotmail... on Fri, 15/12/2023 - 10:07

**Palma, Spain, 12 December 2023** – With millions poised to begin the Christmas getaway in the coming days, new data from TravelTech leaders HBX Group has revealed the United States will be the most popular destination for international travel this year. Led by cities including New York and Las Vegas, as well as the family-friendly sights of Orlando, the diversity of the country has proved irresistible to travellers for the second-year running looking to escape for the festive season.

Spain, which has seen bookings rise by 18% when compared to 2022, takes second place in the annual rankings, with Thailand (up 7%), Mexico and France rounding out the top five international travel destinations for Christmas 2023. Italy (up 6%) comes in at sixth, with the United Kingdom at seven, followed by Brazil (up 32%), the United Arab Emirates (UAE) and Indonesia.

“There is simply so much to see in the United States. From the stunning architecture, festive lights, gastronomy and culture of New York to the year-round sunshine and theme parks of Orlando, the country caters to every kind of trip. That versatility sees the destination top our rankings this year,” said Carlos Muñoz, Chief Commercial Officer, HBX Group. “A late surge in bookings for festive breaks in our home nation, Spain, saw the country maintain its second-place spot, followed by the ever-popular Thailand, Mexico and France.”

In terms of city destinations, Paris can expect the most guests over the festive period, with the illuminated decorations around the Eiffel Tower and Champs-Élysées set to be a big draw. Shopping on Regent Street sees London take the second spot for international travellers, followed by New York, Dubai and Bangkok.

## **Luxury Travel**

HBX Group’s data also reveals a move toward luxury travel for the 2023 festive season, with bookings at five-star hotels around the world up by ten per cent when compared to 2022.

Muñoz added: “HBX Group are seeing a notable rise in consumer demand for luxury travel, with travellers in many markets seeking more premium experiences than ever before. Travellers want to make the most of every day and they do not want to compromise.”

Within HBX Group’s country portfolio, Mexico, Thailand and the UAE have the largest concentration of five-star hotels. Meanwhile, Dubai continues to maintain its status as one of the largest luxury destinations, followed by Cancun, Punta Cana and Bali.

###

## **About the Data:**

Data reflects booking across HBX Group’s channels for travel between December 22-31, 2023, compared to bookings made for travel between December 23-January 1, 2022.

## **About HBX Group**

HBX Group is a leading B2B ecosystem player in the TravelTech space, connecting and empowering businesses in the ever-evolving world of travel. We drive growth for our clients & partners while removing friction from the end-to-end travel experience. Our cloud-based technology platforms offer fast and reliable access to a unique portfolio of travel products & services, while rich data and intelligence seamlessly connect supply and demand worldwide.

We have over 3,000 experts worldwide, including specialists on the ground who provide insights and support to boost trading even further, especially in the most hard-to-reach segments. This unique blend of technology, data and passionate people serves as a catalyst for all businesses aiming to unlock their full potential in the travel arena.

**Follow us:**

LinkedIn: <https://www.linkedin.com/company/hbxgroup>

Facebook: <https://www.facebook.com/hbxgroup>

Instagram: [https://www.instagram.com/hbx\\_group](https://www.instagram.com/hbx_group)

**HBX Group Media Contact**

PR & Media Relations

[media@hotelbeds.com](mailto:media@hotelbeds.com)

Thumb image

