

Archipelago International and HBX Group Forge Strategic Partnership to Drive Expansion and Enhance Travel Experiences

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Jakarta, 10 January 2024 - Archipelago International, Southeast Asia's largest hotel operator, has forged a strategic partnership with HBX Group, a leading global B2B TravelTech company. This two-year agreement will leverage the complementary strengths of both parties to drive expansion, enhance travel experiences, and redefine the B2B travel landscape.

A Partnership Built on Mutual Strengths

Archipelago International brings to the table its extensive expertise in hospitality management, and a portfolio of over 200 hotels spanning 45,000 rooms across Southeast Asia, the Middle East, and the Caribbean. HBX Group, meanwhile, boasts a global network of more than 71,000 travel distributors across 190 source markets, providing access for Archipelago to clients around the world, including in hard-to-reach areas.

This agreement will enable Archipelago International to tap into HBX Group's global reach and high-value clientele, expanding its market presence and further solidifying its position as a leading hospitality player.

"We are excited to embark on a strategic partnership with HBX Group, which will undoubtedly propel our expansion and elevate the travel experiences we offer to our guests. HBX Group's global reach and expertise in the B2B travel sector will be invaluable as we continue to grow our presence in key markets around the world.

"This partnership is a testament to our commitment to innovation and our unwavering belief in the power of collaboration to shape the future of the hospitality industry. With HBX Group, we will further strengthen our position as a leading hospitality provider in Southeast Asia and beyond," **John Flood, CEO and President, Archipelago International**, said.

The Power of Choice and High-Quality Experiences

The partnership between Archipelago International and HBX Group is centred on providing hoteliers with greater power of choice and enabling them to deliver exceptional travel experiences to their guests. Through this collaboration, hoteliers will gain access to:

- **Enhanced distribution channels:** HBX Group's extensive network of travel distributors will significantly expand Archipelago International's reach, making its properties more visible to a wider audience of potential guests.
- **Advanced technology solutions:** HBX Group's cutting-edge TravelTech solutions will provide Archipelago International's properties with the tools they need to optimize their operations, enhance guest satisfaction, and drive revenue growth.

Pippa Williamson, VP for Commercial-APAC, HBX Group, said: "As an ecosystem

player in the travel industry, we provide our customers with interconnected products and services, offering a seamless experience travellers. Collaborating with Archipelago International will help us to expand our business in Asia-Pacific at a time when travel to this region is in high demand.”

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About Archipelago International

Archipelago International is Southeast Asia's largest privately-owned hotel management group with more than 45,000 rooms and residences in over 200 locations across Southeast Asia, the Caribbean, the Middle East and Oceania. A trusted hotel company with a long track record and award-winning brands including ASTON, ASTON Collection Hotels, Alana, Huxley, Kamuela, Harper, Quest, Hotel NEO, fave, Nordic and Powered by ARCHIPELAGO.

archipelagointernational.com.

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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 more than 3,000 experts worldwide, including specialists on the ground who provide insights and support to boost trading even further, even 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.

HBX Group Media Contact

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