

HBX Group to explore New Frontiers at 2024 MarketHubs

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Palma, Spain - 20 March 2024 - HBX Group has unveiled details of its signature events, the MarketHubs, in 2024. With the theme "New Frontiers," the conferences are poised to delve into uncharted territories within the travel industry, bringing together thought leaders, industry experts and global business partners to navigate the ever-evolving landscapes of travel and technology.

Carlos Muñoz, Chief Commercial officer at HBX Group, said: "In the bustling energy of Las Vegas and the historic city of Istanbul, we are set to discover the future of travel, focusing on innovation, connectivity and collaboration. These events transcend borders and bring together some of the brightest minds in the industry to explore together new horizons in travel and chart the future course of our industry."

MarketHub Americas

Returning to Las Vegas after a decade, the MarketHub Americas promises to be a landmark gathering. Taking place from 4-7 June, event guests will stay at the city's newest hotels, Fontainebleau Las Vegas and Resort World Las Vegas. Fontainebleau Las Vegas, which opened in December 2023, boasts a stunning 150,000 square-foot casino, world-class dining options and over 3,600 hotel rooms and suites, defining a new era of luxury hospitality. Resort World Las Vegas, inaugurated in June 2021, stands as the first integrated resort on the Strip in more than 10 years, featuring 3,500 guest rooms and the largest collection of branded Hilton experiences in the world.

MarketHub Europe & Middle East

Following a successful event in the city in 2019, HBX Group's flagship event returns to Istanbul from 25-28 June 2024. Hosted at Rixos Tersane Istanbul, set to open its doors on the 21 June with 432 rooms and a resort-style luxury experience inspired by the local culture and history, MarketHub Europe & Middle East promises lively discussions on the evolving dynamics of travel in the region.

MarketHub is an invitation-only event attended by HBX Group's partners. For more information about the MarketHub, please visit <https://www.themarkethub.com/>

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage

the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

More information:

www.hbxgroup.com

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