

[MarketHub by HBX Group gathers industry leaders in Istanbul](#)

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Palma, Spain — 19 June 2024 —[HBX Group](#) has revealed the latest details for the upcoming [MarketHub Europe](#), taking place from 26-27 June 2024 at the **Hilton Bomonti Istanbul**. This year's theme, "New Frontiers," promises to delve into the latest trends and innovations shaping the travel and hospitality Industry.

[MarketHub](#) is HBX Group's signature event, bringing together key decision-makers and influencers from across the travel industry. This unique gathering provides an unparalleled opportunity for HBX Group's clients and partners to connect, network, and learn from each other.

Speakers confirmed for [MarketHub Europe](#) include prominent figures from renowned organisations such as **Arival**, **ForwardKeys**, and **National Geographic**. Additionally, HBX Group's senior management will take the stage to discuss the latest developments identified by the TravelTech company. **Bertrand Sava, Managing Director Retail**, will unveil strategies to reshape tourism through experiences; **Mark Antipof, Chief Growth Officer**, will explore how to leverage the power of an ecosystem in travel; and **Carlos Muñoz, Chief Commercial Officer**, will discuss the latest developments of HBX Group and the new frontiers of the travel industry.

The comprehensive conference agenda includes keynotes and panel discussions covering a wide array of subjects, such as current traveller trends and industry insights for 2024, how data is redefining travel, and how to leverage innovation and sustainability to shape the future of the travel sector. These sessions are designed to provide a holistic view of the current state and future of the industry.

The event will also feature a trade show area exclusively for HBX Group's partners, offering a platform for showcasing cutting-edge products and services that are transforming the travel industry.

Carlos Muñoz, Chief Commercial Officer of HBX Group, said: "MarketHub is set to be an inspiring event that fosters collaboration and innovation. Our aim is to provide a platform where industry leaders can exchange ideas and drive forward the future of travel. We are very excited to welcome our clients and partners in Istanbul to explore 'New Frontiers' and share the next chapter of our industry."

[MarketHub Europe](#) sponsors include industry-leading companies such as Go Türkiye, Minor Hotels, Clermont Hotel Group, Porto Bay Hotels & Resorts, Accor, Rixos Hotels, Discover Puerto Rico, Kilit Hospitality Group, Valentin Hotel & Resorts, HotelRunner, and The Land of Legends.

[**MarketHub Europe**](#) is an invitation-only event attended by HBX Group's partners and clients. For more information about the [**MarketHub**](#), please visit 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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