

[HBX Group announces its Sustainability Report, highlighting key strategies through 2026](#)

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- *HBX Group joins the United Nations Global Compact and begins aligning its reporting with the new European Corporate Sustainability Reporting Directive (CSRD).*
- *Over 40,000 hotels accredited with sustainable criteria join its Sustainable Hotels programme, highlighting those establishments most respectful of the environment, people and the community.*
- *Hotels implementing single-use plastic-free policies increase tenfold in a year, thanks to awareness campaigns carried out in collaboration with multiple partners.*

Palma, 10 July 2024-[HBX Group](#), a leading independent B2B travel technology marketplace, today presents its **Sustainability Report**, including the initiatives developed to date and the key elements of its ESG strategy for the next three years, focusing on the positive impact potential of the tourism industry.

HBX Group, with over 3,700 employees and present in more than 170 countries, has established a plan with over 75 actions linked to fulfilling various ESG commitments. To achieve this, HBX Group conducted a double materiality analysis, where consultation with its stakeholders was crucial in aligning the plan with their expectations.

The company has also established a new framework for work and result reporting that considers multiple current regulations and certifications. In this context, **HBX Group has recently joined the United Nations Global Compact**, which sets out the 10 principles guiding companies to adopt sustainable and socially responsible policies.

HBX Group has also initiated a **three-year plan to align its reporting with the new European Corporate Sustainability Reporting Directive (CSRD)**, which analyses the impact of the company and its entire value chain. This has been based on the identification of over 4,000 key performance indicators, enabling the implementation of concrete and tangible changes in environmental protection.

Collaboration in the tourism Industry

As an example of our objective to work collaboratively with partners and clients to achieve a greater positive impact, HBX Group has implemented a Sustainable Hotels Programme. This programme aims to highlight the most environmentally, socially, and community-respectful actors. It already includes **over 40,000 properties with official sustainability certifications**. Thanks to awareness-raising actions carried out in collaboration with multiple partners, **the number of hotels with a no-single-use plastics policy has increased from 500 to 5,000 in just one year**.

Elena Pérez, Chief Human Resources & ESG Officer, explains: “We want to leverage our position as leaders in tourism technology to promote sustainable growth and contribute to real, positive change. Our action plan includes training and promotion initiatives, the adoption of increasingly ambitious certifications and reports, as well as strategic partnerships with our associates. Only through an efficient and collaborative plan will we be able to ensure that the travel industry has an increasingly positive impact on society.”

The human factor as a driving force for initiatives

The employees of HBX Group worldwide are a highly valuable asset. The **Think Big** corporate volunteering programme, created by the group, enables the development of sustainable micro-destinations in rural areas, empowering these communities and encouraging their economic development while protecting natural and cultural resources. The pilot project was launched in Quintana Roo, Mexico, at the beginning of 2024, and collaborates with the "Caminos Sagrados" area. Over two weeks, ten employees of the group worked with Mayan cooperatives to enhance their tourism products, achieve greater digitalisation, and ensure the application of sustainability criteria.

The HBX Group Sustainability Report also shows the growing commitment of employees, who have undertaken **40% more volunteer hours compared to the previous year**. Among other actions, their work has been fundamental in reforestation efforts, which have resulted in the **planting of over 12,000 trees in areas such as Mallorca, Brazil, and Thailand up to 2023**. These actions have contributed to the company being certified as Carbon Neutral for six years in Scopes 1 and 2 by Carbon Footprint LTD.

Note: The HBX Group Sustainability Report can be accessed [here](#).

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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:

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