

[HBX Group announces the launch of Marketing Suite](#)

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Palma, 24 September 2024 -[HBX Group](#), a leading independent B2B travel technology marketplace, announces today the launch of its **Marketing Suite**, a combination of marketing services designed to inspire, convert, and drive growth in the travel space. With this launch, HBX Group aspires to become the primary retail media network within the travel industry, serving as a point of reference for hotels, DMOs, airlines, mobility providers and any business seeking to engage with travellers and travel distributors.

HBX Group Marketing Suite is composed of two key solutions: Travel Media Solutions and a Digital Marketing Agency.

- **HBX Group's Travel Media Solutions** offers a suite of complete advertising products in an extensive network of hard-to-reach digital spaces, with the potential to reach over 50.000 travel agencies and 3.500 tour operators across 65 countries, as well as travellers from over 100 booking websites and strategic partners. These advertising solutions include digital banners on B2B and B2C websites, social media marketing, bespoke newsletters, email sponsorships, and landing pages.
- On the other hand, the **Digital Marketing Agency** is focused on tailor-made strategies developed by expert travel marketers to accelerate business growth within the B2C audience. Services include B2C digital campaign management, marketing advisory, insights, creative services, brand management, and more.

HBX Group brings years of experience in the travel sector, giving the company a deep understanding of its unique needs and challenges. This knowledge allows HBX Group to design its services specifically to the demands of travel businesses, ensuring more effective and relevant marketing strategies. Its team of digital marketing experts, specialised in the travel industry, ensure that clients receive thorough, personalised support and guidance, from strategy development to execution and optimisation.

The company also has access to the latest technologies to implement and refine marketing strategies. This includes advanced analytics, innovative advertising platforms, and state-of-the-art digital tools that enable HBX Group to achieve measurable and impactful results for its clients.

For more information about the Solutions and Services Marketing Suite by HBX Group, please visit <https://www.hbxgroup.com/products-and-services/marketing-suite>

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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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