

## **HBX Group partners with Green & Human to promote ESG projects in tourism destinations**

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**Palma, Spain, 5 December 2024**—[HBX Group](#), a leading independent B2B travel technology marketplace, has taken a significant step towards more responsible tourism by joining the Green & Human Association as a 'Major Driver'. This collaboration reflects the shared commitment of both organisations to foster more sustainable, competitive and socially responsible tourism destinations, in alignment with the Sustainable Development Goals (SDGs) of the 2030 Agenda.

Green & Human is a non-profit organisation that brings together leaders in the tourism sector to transform tourism into models that respect the environment and improve the lives of local communities. HBX Group, as a new Major Driver, will actively contribute to the development of initiatives that promote sustainability in key destinations, seeking a positive impact on the sector and the communities where it operates.

As part of this alliance, HBX Group will collaborate in strategic projects that Green & Human will carry out together with other leaders in the sector and will participate in workshops and forums led by sustainability experts. In fact, HBX Group was the main promoter of the II NestworkingDay, a collaborative event within the context of Green & Human, through which local ESG projects of common interest are promoted. His participation was integrated in the Big Data and Tourist Flows table, identifying two possible challenges: creating an app to know in real time the occupancy of certain areas of Mallorca, and implementing a mobile reporting app.

"HBX Group's vision of sustainable tourism is not limited to protecting the environment; this partnership with Green & Human is an opportunity to leverage our strategic position as a leader in the sector to connect different industry players and foster sustainable solutions through technology and innovation", said **Nicolas Huss, CEO at HBX Group**. "We want to ensure that every step we take leaves a meaningful and lasting footprint, being part of a real transformation where tourism respects and values the natural and cultural resources of each destination."

"The incorporation of HBX Group to Green & Human's team of Major Drivers will reinforce the association's capacity to help the development of our tourist destinations, incorporating knowledge of the sector, a very advanced level of technological development, and an enormous capacity to influence and transfer good practices to both the hotel sector and distribution", says **Ginés Martínez, President of Green & Human**.

This new role as a Major Driver represents an opportunity for HBX Group to expand its influence in the field of tourism sustainability and reinforce its commitment to a more conscious and respectful future in tourism, directly supporting local communities to thrive through balanced economic and social development.

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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](http://www.hbxgroup.com)

### HBX Group Media Contact

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## About Green & Human

Green & Human is a non-profit association created with the aim of accelerating the transformation of tourism destinations towards more competitive and sustainable models at an environmental, social and economic (ESG) level, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda. The consortium is led by Jumbo Tours Group and Hyatt Inclusive Collection, and with the methodological support of Biosphere, has more than 110 companies committed to sustainable development and belonging to the value chain of the tourism sector.

Among the projects developed, Nest ESG stands out, centres that promote the culture of sustainability in tourist destinations, whose function is to bring together the entire business fabric of the territory to raise awareness, work and promote new initiatives of common interest. The first of these centres is open in Mallorca and by 2025 they are expected to be available in other autonomous communities.

**More information:** <https://greenandhuman.com/>

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