

## **HBX Group offers a first glimpse of the MarketHub Asia 2025 agenda**

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**Palma, Spain, 28 January 2025**—[HBX Group](#), a leading independent B2B travel technology marketplace, has shared a sneak peek into its signature annual convention, **MarketHub Asia 2025**. Taking place from February 11 to 14, 2025, at the Studio City in Macau, the event is set to be a transformative gathering, featuring global leaders and discovering insights that will shape the future of travel and tourism.

Pippa Williamson, Vice President of Sales at HBX Group, will deliver a global business update, offering a comprehensive overview of the industry. Her session will highlight the challenges and opportunities shaping travel today, revealing HBX Group's vision for the future.

Noor Ahmad Hamid, CEO of the **Pacific Asia Travel Association (PATA)**, will take the stage for a keynote on sustainable tourism, focusing on the trends reshaping the industry and the role of collaboration between public and private sectors in fostering a more resilient future. Later, he will join Dr. Crystal Shi from the School of Hotel and Tourism Management at the **Hong Kong Polytechnic University** for a panel discussion exploring the challenges of attracting and retaining talent in the travel sector. Together, they will share actionable solutions to meet the evolving needs of the workforce while fostering inclusivity and innovation.

Ami Vitale, **National Geographic** photographer draw on her experiences to illustrate how empathy drives meaningful change. Through her stories, she will showcase the powerful ways travel connects people and transforms communities.

Representatives from companies such as **AWS**, **TikTok**, and **Klook** will also take the stage to discuss topics ranging from the latest AI applications and sustainable tourism, to evolving traveller behaviours.

These speakers—and more to be announced in the coming weeks—are supported by the **platinum sponsors** of MarketHub Asia: **Studio City**, **Accor**, **Minor Hotels**, **Dusit Hotels and Resorts**, and **Center Hotels**.

"We look forward to welcoming our clients and partners to Macau for this year's MarketHub Asia," said **Carlos Muñoz, Chief Commercial Officer at HBX Group**. "This year's event brings together some of the brightest minds and most innovative organisations in the sector, offering powerful insights and diverse perspectives on the opportunities and challenges shaping our industry. MarketHub remains a cornerstone for sparking meaningful conversations, fostering collaboration,

and driving the future of travel.”

Set in Studio City Macau, MarketHub Asia 2025 will feature discussions, ideas, and networking opportunities. As HBX Group’s flagship event, it offers a unique platform to explore the trends, challenges, and innovations that will define the next era of travel.

For more details, visit [MarketHub Asia website](#).

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### **About HBX Group**

HBX Group is a leading independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as Online Marketplaces, tour operators, travel advisors, airlines, loyalty programs, destinations and travel suppliers.

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 3600 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)

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