

[The Luxurist launches to revolutionise luxury travel](#)

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The platform sets a new industry standard for seamless travel planning and execution in the luxury segment

Paris, 29 January 2025 - [The Luxurist](#), the world's first comprehensive luxury travel ecosystem, today announced its official launch. Live currently in the US with European markets to follow, the platform leverages innovative travel technology to connect best-in-class travel advisors with extraordinary global hotel properties via a seamless interface designed exclusively for the luxury segment. The Luxurist aims to establish a new reference point in the B2B premiere travel market, addressing a need for intelligent backend infrastructure and a robust planning ecosystem for luxury travel advisors.

The luxury travel market has seen unprecedented growth in recent years. A recent tourism report from McKinsey shows that luxury travel was a \$239 billion business in 2023; [they predict it will grow to \\$391 billion by 2028](#). The Luxurist is capitalising on this momentum to catalyse a paradigm shift in how luxury travel is curated, executed and managed. Enabling a seamless, white-glove travel planning experience, the platform serves as a highly skilled concierge, removing friction and fragmentation from the travel planning process and empowering travel advisors with:

- Seamless end-to-end itinerary planning, enhanced by AI
- Exclusive access to the world's most prestigious properties
- Real-time inventory management and booking confirmation
- Dedicated concierge team available 24/7
- Privileged rates and unique amenities for discerning clients

The Luxurist is backed by travel technology provider [HBX Group](#), and launches with an impressive portfolio of over 3,300 handpicked world class properties across 141 countries, showcased as La Collection, by The Luxurist. The platform has already garnered significant interest from leading travel advisors and luxury hospitality brands, signalling a strong demand for innovation in the luxury travel sector.

"The luxury travel industry has long operated on fragmented systems that do not match the level of excellence high-end clients expect," says **David Amsellem, CEO of The Luxurist**. "We are

changing that by creating a platform that's as sophisticated and exceptional as the experiences it helps create. Today's luxury travellers demand flawless execution and unparalleled service. Through The Luxurist, we are enabling travel advisors to exceed these expectations while elevating their own experience of crafting extraordinary journeys."

"In hospitality, the luxury segment stands out with unprecedented growth, outpacing all other sectors. As demand surges, client expectations continue to reach new heights," said **Nicolas Huss, CEO of HBX Group**. "This is why HBX Group has decided to launch The Luxurist. As an independent venture, we will be able to offer integrated concierge services, dedicated support before and throughout each journey, and ensure excellence for both advisors and their clients in the luxury segment."

The Luxurist is powered by HBX Group's industry-leading technology, global reach, and decades of trusted relationships with hospitality leaders. This powerful pedigree, paired with The Luxurist experts' innovative approach, deep understanding of luxury codes, and entrepreneurial drive, positions the platform to rapidly scale the new ecosystem.

About The Luxurist

The Luxurist is the premier ecosystem connecting the world's leading luxury travel professionals with exceptional properties. The platform is dedicated to elevating the luxury travel experience by making it as seamless, reliable, and extraordinary as it should be.

We provide luxury-travel leaders with the tools, tech and support they need to outperform. Through our premier booking platform, travel advisors unlock a new dimension of efficiency and precision; hotel partners showcase their prized gems to high-value guests in a curated collection of world-class destinations; and travelers benefit from exclusive privileges.

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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 and 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.

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