

## **HBX Group and PerfectStay announce strategic partnership with Turkish Airlines to launch Turkish Airlines Holidays**

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**London, 26 February 2025 - HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, and PerfectStay, a travel company specialized in travel packaging technology, announce the strategic partnership with Turkish Airlines that has resulted in the launch of [Turkish Airlines Holidays](#), a new travel offering designed to enhance the passenger experience.

Thanks to this partnership, Turkish Airlines passengers will now have access to HBX Group's extensive global inventory of hotels, experiences, and transfers, powered by PerfectStay's dynamic packaging technology, which allows travelers to conveniently book customized travel packages tailored to their preferences. Passengers will have the best price guaranteed and bundled package benefits for holiday packages in over 60 countries and 200 destinations, including tailor-made holiday and tour programs.

With Turkish Airlines being one of the largest and most influential airlines in the world, covering the largest global network of international flights, this collaboration is a major milestone in HBX Group's strategic focus on airlines and loyalty programs, a key segment that accounted for 13% of Total Transaction Value (TTV) of HBX Group's Accommodation segment in 2024. Turkish Airlines Holidays, also, will announce its entry into the US market in the coming months.

Nicolas Huss said "Today's travelers expect a seamless and connected booking experience. With this in mind, we are proud to embark on this strategic partnership with Turkish Airlines to launch Turkish Airlines Holidays. Through this collaboration, passengers can now enhance their journeys by combining flights with our extensive global inventory of accommodations, transfers and experiences, powered by PerfectStay's advanced packaging technology, to create the ideal getaway. As a company dedicated to connecting global travel, we are thrilled about this opportunity and eager to shape the future of travel together."

"We are excited to partner with HBX Group and Turkish Airlines on this groundbreaking venture". Raphael Zier, Co-founder and CEO at PerfectStay, said. "By combining our expertise in dynamic packaging technology with HBX Group's highly curated inventory of travel products and the international destination network of Turkish Airlines, we are creating an unmatched travel booking experience for millions of passengers, with a one-stop solution where travelers can effortlessly book flights, accommodations, and additional travel services, all in one place."

Turkish Airlines Chief Executive Officer Bilal Ekşi added: "We are excited to launch Turkish Airlines Holidays globally. Offering the convenience of booking an entire trip on a single platform, Turkish Airlines Holidays will redefine the way travelers plan and experience their holidays."

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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.

HBX Group International PLC (HBX.SM) is listed on the Spanish stock exchanges, ISIN:GB00BNXJB679.

### More information:

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

### HBX Group Media Contact

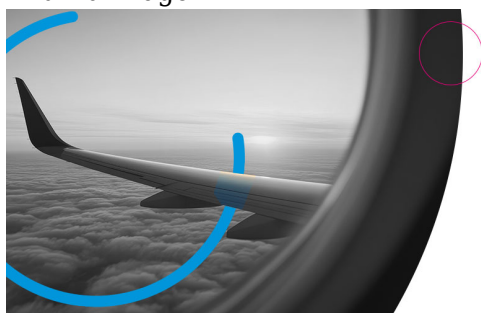
PR & Media [Relationsmedia@hbxcgroup.com](mailto:Relationsmedia@hbxcgroup.com)

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## About PerfectStay

PerfectStay is a leading B2B travel technology company specializing in curated and dynamic holiday packaging solutions. With a comprehensive travel inventory that includes hotels, transfers, excursions, and activities, PerfectStay offers end-to-end solutions and services that enable its clients to provide unique and personalized travel experiences. Leveraging advanced technology and a deep understanding of the travel market, PerfectStay helps airlines, banks, credit card companies, and other non-travel players monetize their customer base through tailored travel solutions.

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