

# Connecting Horizons in Portugal: MarketHub Europe 2025 brings industry leaders to the Algarve

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**London, 18 March 2025**—[HBX Group](#) (HBX.SM), a leading independent B2B travel technology marketplace, shares a first glimpse into **MarketHub Europe 2025**, scheduled from **April 1 to 4, 2025**, in the Algarve, Portugal. Hosted at **Tivoli Marina Vilamoura Algarve Resort**, part of Minor Hotels, this invitation-only event will convene industry leaders for discussions, insights, and networking opportunities that will shape the future of travel and tourism.

**Carlos Muñoz**, Chief Commercial Officer and Deputy CEO of HBX Group, will provide a comprehensive update on industry trends and HBX Group's initiatives. He will highlight the key forces shaping the future of travel and how HBX Group is leading innovation to create new opportunities across the sector.

The luxury travel segment will be addressed by **David Amsellem, CEO of The Luxurist**, who will delve into the evolution of high-end travel. His session will examine how shifting traveller expectations, personalisation, and sustainability are redefining luxury for today's discerning guests.

Additionally, **representatives from organisations such as WTTC, AWS, Mastercard, and Minor Hotels** will discuss emerging industry trends, including AI-driven travel solutions, evolving payment ecosystems, and the future of hospitality and sustainability.

"MarketHub Europe 2025 is about looking ahead—exploring how technology, sustainability, and collaboration are shaping the future of travel," said **Carlos Muñoz, Chief Commercial Officer and Deputy CEO at HBX Group**. "Hosting this year's event in Portugal is particularly exciting, as the Algarve is not only an exceptional destination but also a growing hub for tourism and innovation. It provides the perfect setting for conversations that will drive the industry forward."

According to Turismo de Portugal, the country's tourism sector reached record highs in 2024, with 31.6 million guests and 78.27 million overnight stays between January and October—marking a 5.2% increase from the previous year. The Algarve remains one of Europe's most sought-after destinations, welcoming over 5 million visitors annually, thanks to its renowned hospitality sector, world-class resorts, and commitment to sustainable tourism.

MarketHub Europe 2025 is supported by the hosting destination **Visit Algarve**, hosting partner **Minor Hotels**, and its platinum sponsors, including **Accor, HotelRunner, Disney Destinations, Clermont Hotel Group, Visit Qatar, Experience Abu Dhabi** and **Rixos Hotels**. These partners play a vital role in shaping the future of travel and ensuring the success of HBX Group's flagship

event.

With a curated programme designed to blend insightful discussions with immersive cultural experiences, MarketHub Europe 2025 promises to be an enriching and collaborative event for all attendees.

For more details, visit MarketHub Europe 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 programmes, 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:

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