

B2B Travel Solutions: Destination Marketing Organisations

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Destination marketing is more complex than ever. You need to highlight what makes your destination unique, manage seasonal and evergreen marketing campaigns, and build meaningful relationships in the travel industry. All while making sure your efforts benefit the local community.

Make your job easier by exploring **B2B solutions for Destination Marketing Organisations**, connecting you with the right partners and supporting your marketing efforts. Here is how HBX Group can help your business with solutions for several different challenges:

Challenge: Expanding Your Destination's Reach

You may want to attract travellers beyond peak season, appeal to more international travellers, or promote specific experiences, such as a new museum or a local festival.

In other words, you want to be known as a great travel destination by many people. To make this happen, you'll need a broader network.

Solution: Invest in Travel Networks Your Target Audience Is In

Get your destination in front of thousands of travel companies by **joining a B2B distribution network** specialising in the travel industry. HBX Group brings together travel agencies, tour operators, airlines, and employee benefit programmes that constantly book trips for their clients.

Via our Bedsonline brand, you can connect with travel agents who might be interested in offering trips to your destination. Or through Hotelbeds, we can help you to reach tour operators and online travel agencies, so you can show your destination's unique features to a group of guests.

Since both Bedsonline and Hotelbeds are part of the HBX Group family, [you only need to register once](#), and you'll have access to a wide network!

Challenge: Time and Budget Constraints

According to Sojern's State of Destination Marketing Report, **51% of DMOs** have budget constraints, **42%** struggle with the volume of content they need to create, and **41%** have a limited in-house team.

If you also have a small team and limited resources, you may find it difficult to stay on top of trends, manage different marketing channels, and handle day-to-day tasks. As a result, you may be neglecting some marketing tasks and focusing on seasonal campaigns, which means your destination doesn't get the year-round attention it deserves.

Solution: Explore Full-Suite Marketing Tools

Consider working HBX Group's [digital travel marketing agency](#) to gain access to the right strategy, tools, and resources in one place.

Specialising in the travel industry, we understand your challenges and goals. We'll help you to build awareness on multiple channels, including search engines, social media, PPC, and email.

Working with us means you'll have a clear understanding of how your budget is allocated and how each channel contributes to your objectives. Besides budget management, a HBX Group partnership will save you time, allowing you to focus on building relationships, researching new travel experiences, and managing seasonal campaigns.

Did you know?: On average, HBX Group's DMO Marketing partners see a 20% increase in bookings during campaign timelines in target source markets!

Challenge: Adapting to Travel Trends

Travelling no longer means only visiting the top attractions — it's also about wellness experiences, cultural and culinary insights, the outdoors, and beyond. While each traveller has their preferences and interests, travel trends also influence their choices.

These trends present great opportunities to align your destination's offerings with what travellers are seeking. However, in an ever-evolving industry like travel, trends can shift fast. And without the right **TravelTech solutions**, you may miss them.

Solution: Combine Travel Trends With Data and Marketing Trends

Start by identifying the current travel trends — [HBX Group's annual travel trends reports](#) are a good place to consult. Then, think about what your destination has to offer and how you can communicate it.

For example, 'Joy of Missing Out,' a 2025 travel trend, suggests that travellers are no longer driven by the 'Fear of Missing Out' mindset. Instead, they're embracing 'missing out' on activities and booking more silent trips, visiting remote locations, and opting for laid-back luxury travel. As DMOs, you may consider exploring if your destination has silent hotels or luxury retreats.

Once you've identified the trends you can leverage, it's time to incorporate them into your marketing strategy. HBX Group — the same place you learned the trends from — can again help with its data-led marketing solutions, making sure your content is timely, relevant, and engaging.

Challenge: Building Relationships With Travel Media and Partners

Besides local partners, there is a whole international market of travel and **TravelTech companies**, media, influencers, and travel trade you can partner with.

Collaborating with journalists and influencers can add a storytelling element to your destination, which helps travellers relate better to the experience. And by making connections with decision-makers, you can unlock new opportunities for your destination, such as hosting an event or sponsoring conferences.

The challenge here is to find these partners, which can be particularly difficult if you're not located in the same country or if you're representing a smaller destination with fewer resources.

Solution: Gain Exposure Through Events and Networks

Start by broadening your network through memberships and events. An event not to miss is [the MarketHub by HBX Group](#), which brings together hoteliers, wholesalers, travel agencies, and experience providers. This is a great opportunity for DMOs to showcase their destination to decision-makers and potential partners.

Challenge: Building Responsible Campaigns

Over-tourism frustrates both locals and travellers, as it lowers the quality of life in a destination. As DMOs, you have to find the right balance between promoting a destination, protecting cultural attractions and nature, and respecting the locals.

Solution: Create a Destination Management Plan for Responsible Tourism

In your management plan, define your destination's long-term vision and outline ways you can attract responsible travellers. Consider aiming for long stays over shorter ones, locally-owned hotels over chains, and off-peak seasons over peak travel time.

HBX Group's [Sustainable Hotels Programme](#) has over 40,000 hotels with official sustainability certifications. In the HBX Group network, you'll also find other sustainable companies, including travel agents and tour operators, serving clients who prioritise responsible travel and local experiences. Attracting these clients will help elevate your destination's profile while also benefiting local businesses.

Connect With Your B2B Partners - Register with HBX Group

Home to brands like **Bedsonline** and **Hotelbeds**, HBX Group allows you to **showcase your destination to travel agencies, tour operators, airlines, hoteliers, eCommerce platforms, and more**. Depending on your DMO's goals, we can also help you improve your reach, find the right audience, and manage your online presence.

[Contact us today](#) to learn more about our B2B travel solutions for Destination Marketing Organisations.

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