Connecting Horizons in Panama: MarketHub Americas 2025 to redefine the future of travel

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London, 22 May 2025–**HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, is set to host the next edition of its flagship event, **MarketHub Americas**, from **3 to 6 June 2025** in **Panama City**, marking the first time the event will take place in this vibrant destination. Held at the **Megapolis Hotel**, the event will bring together more than **500 leading travel professionals** from across the region under the theme *"Connecting Horizons."*

With an agenda designed to reflect the ever-changing nature of the industry, **MarketHub Americas** will bring together travel professionals to explore the industry's evolving landscape. Over two days, attendees will delve into key trends, technologies, and behaviours shaping the future of tourism.

The event will open with an exclusive one-on-one interview with **Carlos Muñoz**, Chief Commercial Officer and Deputy CEO at HBX Group, where he will share personal insights and reflections on the evolution of the travel industry, drawing on over two decades of leadership in the sector.

The programme will also feature contributions from some of the most respected voices in the industry. **Olivier Ponti**, Director of Intelligence and Marketing at **ForwardKeys**, will deliver a keynote unveiling new data and analysis on global travel flows, emerging trends, and the behavioural shifts redefining travel.

A dedicated panel discussion will examine the evolving needs and expectations of travellers, asking: *Digital Detox, Hyper-Personalisation or Slow Travel – What Trend is Shaping the Future of Tourism?* Among the panellists is **Una O'Leary**, Vice President of Global Partnerships of **Virtuoso Travel**, who will offer her perspective on how the industry can adapt to better serve high-value travellers.

Later in the agenda, **Javier Cabrerizo**, Chief Strategy & Transformation Officer at HBX Group, will explore the influence of **Gen Z** on travel consumption. His session will highlight how brands can align with emerging values and trends to remain relevant and future-ready.

Additional speakers from **Visit Panama, Rappi, Morgan Stanley**, and **Amazon Web Services** will join the programme to share perspectives on digital transformation, innovation, and market resilience.

MarketHub Americas 2025 is supported by the hosting sponsor **Visit Panama** and key partners,

including **Megapolis Hotel, Minor Hotels, Disney Destinations, Panama Crucero Tours, Rixos Hotels, Clermont Hotel Group**, and **Experience Kissimmee**, whose collaboration underscores the importance of cross-industry partnerships in shaping the future of travel.

"MarketHub events are a powerful reflection of HBX Group's commitment to connecting global players with local insights. As we bring MarketHub to Panama for the first time, we look forward to meaningful discussions that will help shape the future of travel," said **Carlos Muñoz**, Chief Commercial Officer and Deputy CEO at HBX Group.

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, and Roiback. We offer a network of interconnected travel technology products and services to partners including 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 a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,600 people worldwide. 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 Exchange, ISIN:GB00BNXJB679.

More information:

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