

# **HBX Group's MarketHub Americas 2025 Highlights the Future of Travel Through Innovation, Data, and Generational Shifts**

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**London, June 9, 2025** - **HBX Group** (HBX.SM), the leading independent B2B TravelTech marketplace, hosted its flagship event, MarketHub Americas 2025, this week in Panama City. Under the theme "Connecting Horizons", the multi-day conference brought together over 500 travel and technology professionals at the Megapolis Hotel to explore how innovation, strategic partnerships and consumer shifts are reshaping the global travel industry.

Reflecting the event's focus on global connection and regional relevance, **Panama's Minister of Tourism, Gloria de León**, officially opened MarketHub Americas by spotlighting Panama's strengths as both a proud host and global destination to watch in 2025. De León highlighted the country's world-class infrastructure, strategic geographic position, and growing reputation for sustainable, inclusive tourism—values that align seamlessly with the event's overarching theme.

Building on that sense of opportunity and purpose, **Carlos Muñoz, HBX Chief Commercial Officer and Deputy CEO**, delivered a keynote showcasing how HBX Group's unique capacity to analyze over 7 billion daily searches offers critical insights into the shifting dynamics of global travel demand. He also explored key forces shaping the future of travel— including the sector's growing economic relevance, the powerful influence of Millennial and Gen Z travelers, the booming demand for nature-first experiences, and the evolving role of digital platforms in trip planning. Muñoz also outlined how HBX Group is actively responding to these shifts, with over €200 million invested in tech infrastructure, a €50 million commitment to nurturing and scaling TravelTech start-ups, and an expanding portfolio of strategic partnerships spanning fintech, mobility, insurance, and premium content.

"The future of travel is not something any company can build alone," Muñoz noted. "It's a shared journey. That's why we're doubling down on partnerships —because when we connect ecosystems, we unlock exponential value."

Expanding on that vision, **Pippa Williamson, HBX Group SVP of Sales**, presented the company's forward-looking strategy to drive scale and innovation across its B2B platform. She underscored HBX Group's simplified brand architecture, designed to support a more connected end-to-end travel journey—from sourcing and servicing to settlement and intelligence—targeting a \$94 billion B2B market within the \$11 trillion global travel economy.

This vision is already bearing fruit, with HBX Group providing access to over 250,000 properties and 100,000 directly contracted hotels. The company is also scaling rapidly in high-growth verticals including experiences, mobility, fintech, and insurance.

"Our strength lies not only in our scale but in our commitment to simplicity, service quality, and strategic growth," Williamson added.

This commitment to regional insight was echoed in the remarks of **David Amsellem, Retail General Manager at HBX Group**. In a data-led session, he highlighted key trends across LATAM and North America, including Panama City's dominance in international arrivals and the growing influence of U.S. leisure travelers across the region. Despite rapidly shifting consumer preferences, demand for beach destinations and luxury travel remains robust—reflected in the fact that 85% of HBX Group bookings in the region are 4-star and above. Amsellem also introduced The Luxurist, a premium offering featuring curated luxury inventory, concierge support, and exclusive benefits.

Complementing HBX Group's internal perspective, **Olivier Ponti, Director of Intelligence & Marketing at ForwardKeys**, offered a broader industry outlook. He shared ForwardKeys proprietary data showing global air capacity up 7% year-over-year and Latin America up 5%, driven by stronger intra-regional connectivity. Ponti highlighted opportunities in underserved routes, the rise of long-stay travelers and digital nomads, and the cultural drivers of demand—citing a surge in travel linked to Bad Bunny concerts as an example of how fandom fuels destination interest.

Turning from external trends to internal transformation, **Xavi Zabala, Chief Operations Officer at HBX Group**, took the stage to explore the real role of artificial intelligence in reshaping travel. Opening his keynote with a strong statement "AI isn't here to replace us, it's here to give us superpowers", he stressed that AI is not about hype or flashy tools, but about empowering people through strategic infrastructure and automation. Using an iceberg analogy, Zabala emphasized that while tools like chatbots draw attention, the real impact comes from the solid data foundations underneath. He predicted four major shifts: a new era of AI efficiency, the rise of autonomous agents, the emergence of AI-generated video, and the arrival of AI-first apps.

Continuing the conversation on evolving consumer expectations, **Javier Cabrerizo, Chief Strategy & Transformation Officer at HBX Group**, shared insights on how Gen Z is redefining the industry. With 72% of Gen Z travelers viewing travel as a form of self-expression, Cabrerizo called on the industry to evolve its offerings. He outlined five imperatives: integrated trips that unify services; hidden gems over commoditized destinations; storytelling and emotion-driven experiences; modern outreach via influencers and platforms; and, finally, brand accountability on sustainability, inclusion and transparency.

"The future of our industry will be shaped by how we connect, collaborate and adapt together," said **Carlos Muñoz**. "MarketHub is not just about business. It's about building strategic partnerships that create long-term value. We hope you enjoyed Panama, a destination that perfectly reflects our theme 'Connecting Horizons': dynamic, connected, and full of opportunity."

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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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