

HBX Group and Intermundial join forces to launch Trip Protection & Assistance

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London, June 17, 2025 — HBX Group (HBX.MC), a leading independent B2B marketplace for travel technology, has signed through Roiback, the leading provider of direct channel technology and services for hotel chains and independent hotels, an alliance with Intermundial, part of the Atlantigo Group and a leader in the multichannel distribution of insurance solutions for travel and gadgets, with over 30 years of experience. Through this agreement, the companies will launch **Trip Protection & Assistance**, a 100% integrated solution in the booking engine that allows hotels to offer cancellation insurance and travel assistance in a simple, efficient way and without technological intermediaries.

The solution is available from today in Spain, Portugal, Italy, Mexico, and Colombia and has been designed to **reduce cancellations by up to 40%** and boost sales of non-refundable fares for hoteliers using Roiback's booking engine. This is achieved by directly incorporating insurance into the booking process that allows for justified cancellations and assistance at destination, thus offering greater confidence and flexibility to the end customer.

Roiback, part of HBX Group, is an award-winning HotelTech company specialising in Direct Channel services and technology for both chains and independent hotels worldwide. The company's offering includes a market-leading booking engine focused on conversion, web development, digital marketing services specialised in hotels and loyalty solutions. This is combined with a dedicated team of Direct Channel specialists to support strategy and maximise results. Roiback is a Google Partner Premier and TripAdvisor strategic partner.

"This collaboration responds to a growing demand from the hotel sector: reducing cancellations and increasing the conversion rate of non-refundable rates, without barriers for the customer or the hotel. Thanks to this integration with Roiback, we offer an effective and profitable solution for both the direct channel and the end traveler," said **Miguel Gil, Head of Business at Intermundial, Atlantigo Group**.

This initiative is aligned with HBX Group's global strategy, which focuses on facilitating travel planning and offering complementary products that improve the user experience throughout all phases of the booking process. In a context where travel insurance is gaining prominence globally, Trip Protection & Assistance represents a clear commitment to customer-focused innovation.

Unlike other offerings on the market, this solution stands out for its complete integration without the need for additional development or external platforms, allowing for rapid implementation and improved conversion and revenue for the hotel's direct channel.

"At HBX Group, we are committed to creating ecosystems that help our clients compete better. With Trip Protection & Assistance, we are taking another step in our strategy of providing high-value-added solutions that eliminate obstacles in the booking experience and improve hotel profitability",

concludes **Daniel Nordholm, Chief Product and New Business Officer of 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 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 a broad portfolio of products designed to maximize 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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