

The Luxurist Expands to Spain, Mexico, Australia, South Africa and Gulf Cooperation Council

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London, 19 of June 2025- [The Luxurist](#), the world's first all-in-one B2B luxury travel ecosystem, is expanding into key global markets, including Spain, Mexico, Australia, South Africa and Gulf Cooperation Council. The company is also now officially integrated into [Bedsonline](#), the retail arm of [HBX Group](#) (HBX.MC), one of the world's leading travel technology providers, granting access to travel agents worldwide to its portfolio of luxury and premium travel products.

Launched in early 2025 and already live in the US, Canada, UK, France, Belgium and Luxembourg, The Luxurist leverages innovative travel technology to connect best-in-class travel advisors with extraordinary properties via a seamless interface designed exclusively for the luxury segment. Aiming to establish a new reference point in the B2B luxury & premium travel market by offering:

- Dedicated concierge team available 24/7
- Real-time inventory management and booking confirmation
- Privileged rates and exclusive amenities for discerning clients

Now part of HBX Group's retail distribution, The Luxurist will be accessible to a wider network of luxury travel advisors with an impressive portfolio of over 5,000 handpicked luxury properties across +200 destinations.

"Integrating The Luxurist into HBX Group's retail platform is a major milestone. Our unique value proposition - exceptional concierge service and exclusive privileges - is now accessible to all HBX Group partners worldwide via web and API." said David Amsellem, CEO of The Luxurist. "We are expanding into Spain, Mexico, Australia, South Africa and Gulf Cooperation Council with a platform that reflects the elevated standards expected in luxury travel. We are not just providing access, we are providing an ecosystem of excellence."

"Luxury travel is the fastest-growing segment in our industry" said Nicolas Huss, CEO of HBX Group. "With The Luxurist, we are investing in the future of high-end travel services. By integrating The Luxurist into our global retail portfolio, we're empowering our worldwide network of travel advisors to excel in the luxury segment."

The Luxurist represents a new benchmark for the luxury segment. One that empowers travel advisors, supports exceptional service delivery and reinforces the HBX Group vision of creating a smarter, more connected future for travel.

About The Luxurist

The Luxurist is the premier ecosystem connecting the world's leading luxury travel professionals with exceptional properties. The platform is dedicated to elevating the luxury travel experience by making it as seamless, reliable, and extraordinary as it should be.

We provide luxury travel leaders with the tools, tech and support they need to outperform. Through our premier booking platform, travel advisors unlock a new dimension of efficiency and precision; hotel partners showcase their prized gems to high-value guests in a curated collection of world-class destinations; and travelers benefit from exclusive privileges.

Press contacts

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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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