

## **HBX Group launches in Europe Cyber Risk Assessment service with Wallbid for hotels**

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**London, 25 June, 2025** - **HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, has partnered with Wallbid, a world class embedded insurance provider backed by Fairfax, to provide hospitality businesses access to Cybersential, a cyber risk assessment service specifically designed for the hospitality sector, powered by Wallbid ecosystem partners. The initiative is part of HBX Group's ongoing commitment to support hotel partners with solutions that reflect the realities of today's increasingly digital operating environment and will be available to businesses in Europe.

As hotels rely more heavily on technology to manage bookings, payments, and guest services making their digital infrastructure mission-critical to their daily operations, they're also becoming more exposed to cyber threats, making the need for proactive cyber risk assessment and protection more urgent than ever before. Data breaches, phishing scams, and ransomware attacks are no longer rare events, they're persistent risks that can disrupt operations, damage reputation, and lead to serious financial consequences.

To help address this growing concern, Cybersential will allow hotel partners to identify vulnerabilities, mitigate risks, and implement proactive cybersecurity measures. By acting early, hotels can prevent costly disruptions, protect sensitive guest data, and demonstrate responsibility when it comes to handling information. The assessment also supports compliance with data protection regulations, which are becoming more stringent across markets.

The assessment includes a review of each hotel's digital infrastructure, identifying potential vulnerabilities such as exposed credentials or unsecured systems. The findings are compiled into a risk report, complete with a cybersecurity score and expert guidance on where to focus improvements. For those who want added protection, access to cyber insurance coverage can also be provided to help mitigate potential financial losses in case of an incident.

**Paula Felstead, Chief Information Officer at HBX Group**, said: "Hotels are managing increasingly complex digital environments. With this service, we're giving hotels a clear, actionable way to understand their exposure and take steps to improve. It's part of our broader effort to help partners not just grow but do it securely."

**Maria Giannousa, Chief of Sales Operations & Customer Success at Wallbid Group**, said: "As the hospitality sector rapidly embraces digitalization, cyber resilience is no longer optional, it's essential. Our partnership with HBX Group marks a key step in making embedded cyber protection accessible and actionable. By helping thousands of hotels and travel agents understand their risk and protect against it, we're enabling them to build digital trust, safeguard operations and future-

proof their growth."

The service is now available through the HBX Group platform. Hotel partners interested in learning more can request an initial consultation and receive a tailored evaluation.

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## About HBX Group

HBX Group is a leading independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, Roiback and The Luxurist. We offer a network of interconnected travel tech products and services to partners such as 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 an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3600 people around the globe. 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 exchanges, ISIN:GB00BNXJB679.

## More information:

[www.hbxgroup.com](http://www.hbxgroup.com)

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