

[MarketHub Europe to welcome 400 tourism leaders](#)

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Palma, Spain, 27 March 2023 – Europe’s leading names in travel and tourism will gather in Amsterdam this week for the MarketHub Europe. Organised by [Hotelbeds](#), the event combines a conference and trade show at the nhow Amsterdam RAI.

This is the first time that Hotelbeds has brought its flagship event to The Netherlands. More than 400 local and international executives are expected to attend to hear some of the biggest names in tourism and tech speak. These include NH Hotels (part of Minor), easyJet holidays, Google, Telefonica and The World Travel and Tourism Council.

“We’re thrilled that the MarketHub is back for the first time since 2019 and in this vibrant city of Amsterdam, where we have been so warmly welcomed,” said **Carlos Muñoz Capllonch, Chief Commercial Officer at Hotelbeds**. “Our theme for this year is ‘Where Next?’ and I’m sure we’re going to have some insightful and lively discussion focused on the traveller of tomorrow and what they expect the industry to deliver.”

The conference programme will cover a diverse range of topics including; how travel can become a force for good; the power of personalised service; how innovation and tech can shape travel; and the generation of disruption. Additional speakers also include Morgan Stanley, Experience Kissimmee, the Global Sustainable Tourism Council, Discover Puerto Rico, Rixos Hotels, the Clermont Hotel Group and Accor Hotels.

MarketHub Europe is an invitation-only event attended by the most important Hotelbeds partners from all the key source markets of Europe, the Middle East and Africa. For more information, please visit www.themarkethub.com/europe/

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About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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