

## **HBX Group reveals speakers to participate in the MarketHub Americas “New Frontiers”**

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*This year's edition of the event will feature astronaut José Hernández, National Geographic photographer Ami Vitale, Dr. Richie Karaburun, Clinical Associate Professor at NYU and Nicolas Huss, CEO of HBX Group, among others.*

**Palma, Spain — 21 May 2024** — As the excitement mounts for the **MarketHub Americas by HBX Group**, set to take place from 4-7 June at the Fontainebleau Las Vegas and Resorts World Las Vegas, the company has revealed the lineup of speakers expected to participate in their flagship event.

Over the course of two days and under the theme "**New Frontiers**," MarketHub Americas offers an immersive journey into some of the travel and technology industry's hot topics, delivered by visionary leaders at the forefront of innovation.

This year's edition of the event will host **José Hernández, NASA Mission Specialist**, whose remarkable journey to become an astronaut offers invaluable lessons in perseverance and resilience. Also joining the stage will be **Ami Vitale, National Geographic photographer, filmmaker and writer**, sharing powerful stories that drive change and inspire to push boundaries.

Additionally, **Nicolas Huss, CEO of HBX Group**, will share insightful perspectives on the evolving landscape of travel and technology, followed on stage by **Lauren Atlass, VP Commercial for North America** and **Gisela Blok, VP Commercial Latin America**, among others, who will provide unique visions on the evolving landscape of their respective regions.

Other prevalent topics that will be covered at the event include cybersecurity, where leading industry experts will discuss how to secure the virtual frontier with our CTOO Paula Felstead, or current traveller trends, where leading companies of the industry will converse how professionals can keep up with them.

**Carlos Muñoz, Chief Commercial Officer of HBX Group**, said: "MarketHub is more than an event; it is a celebration of collaboration, innovation and the relentless pursuit of progress. We look forward to welcoming our clients and partners to Las Vegas and celebrating with them the ongoing evolution of our industry."

MarketHub Americas sponsors include industry-leading companies such as Minor Hotels, Accor, Hard Rock International, Rixos Hotels, Fairmont, Outrigger Hospitality Group, Clermont Hotel Group, Disney Destinations and The Land of Legends.

MarketHub is an invitation-only event attended by HBX Group's partners and clients. For more information about the MarketHub, please visit [www.themarkethub.com](http://www.themarkethub.com)

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### **About HBX Group**

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

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 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

### **More information:**

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

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