

MarketHub Americas by HBX Group celebrates inaugural day: Gen Z impact, full recovery and top destinations in US and LATAM

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Las Vegas. 6 June 2024 —HBX Group shared key insights into current travel trends and market growth during its inaugural day of the MarketHub Americas by HBX Group, celebrated this week in Las Vegas with the title "New Frontiers". Key highlights included insights from top HBX Group executives and industry experts, showcasing the evolving landscape of the travel industry, with a special focus on regional market dynamics.

Nicolas Huss, CEO of HBX Group, kicked off the event discussing the **growing influence of Generation Z on travel trends**: "Gen Z travellers are reshaping the industry with their preference for last-minute bookings and package deals. However, their brand loyalty remains relatively low," Huss noted. "Importantly, sustainability is a non-negotiable for them, influencing their travel choices significantly."

Lauren Atlass, VP Commercial for North America, and Gisela Blok, VP Commercial for Latin America, reported a notable surge in travel interest, with HBX Group registering a 25% increase in searches, amounting to 5.6 billion searches per day. The top five fastest growing destinations for Latin American travellers include **Hong Kong, Shanghai, Joao Pessoa, Curacao, and Salvador de Bahia**. Meanwhile, North American travellers are most interested in **Mazatlan, Zurich, Barbados, Sorrento, and Tokyo**.

Increasing domestic travel and last-minute vacations in the Americas

MarketHub Americas stands out as one of the most important events of the year for HBX Group, highlighting the shifts and opportunities in the US and Latin-American travel market.

For instance, according to HBX Group data, **Mexico emerges as the top destination** and source market in LATAM. Brazil, showing the most significant growth in the region, follows as the second most popular destination, and the Dominican Republic as third. Increasing domestic travel within Mexico and Brazil is also one of the highlights of the region. The **average stay in LATAM is 3.3 nights, reflecting the region's appeal for longer vacations**.

In North America, **New York continues to be the primary destination, drawing both domestic and international travellers**. Las Vegas and Miami follow as top destinations. Domestic travel dominates the US market, showing a growing trend compared to the previous year. **Travellers in this region show a preference for shorter trips, with the average stay being 2.4 nights**. This average has recently decreased to 2.1 nights, driven by a rise in domestic travel where quick

getaways and short vacations are more common.

Worth mentioning is the **substantial increase in last-minute bookings** in North America, especially in the last four weeks. This surge is primarily driven by the expanding domestic market, where travellers are increasingly making **spontaneous travel decisions**. The highest booking levels in North America are observed from August to September, indicating a peak travel period during late summer.

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:

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