

# **HBX Group announces MarketHub Americas 2025 in Panama**

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**Palma, Spain, 4 December 2024**—[HBX Group](#), a leading independent B2B travel technology marketplace, has announced the dates and location for its 2025 edition of MarketHub Americas. The event will take place from June 3 to June 6 in Panama, bringing together key players from across the travel and technology industries.

2025 MarketHub Americas will be hosted at the centrally located Megapolis Hotel, offering an ideal setting for industry leaders to gather and engage. Under the theme 'Connecting Horizons', the event will feature a dynamic lineup of interactive sessions, thought-provoking panel discussions and valuable networking opportunities. This year's theme seeks to showcase the importance of bringing together different ideas, cultures and industries to drive innovation and growth.

MarketHub Americas will welcome approximately 550 attendees, including leading voices from travel, technology and sustainability sectors. The event will explore how technology, sustainability, and emerging trends are shaping the future of travel. Participants can look forward to a packed agenda designed to foster collaboration and inspire new approaches in this ever-evolving industry.

**Carlos Muñoz, Chief Commercial Officer and Deputy CEO at HBX Group**, said: "Panama, with its unique location and dynamic culture, is an ideal setting for MarketHub Americas 2025 as we continue to bring together global leaders to address the challenges and opportunities shaping the future of travel. This event is a reflection of our commitment to fostering dialogue and empowering the industry to evolve in a forward-thinking way."

[MarketHub](#) is HBX Group's signature event, bringing together key decision-makers from across the travel industry. This unique gathering provides an unparalleled opportunity for HBX Group's clients and partners to connect, network, and learn from each other.

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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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