

MarketHub Asia 2025: HBX Group highlights APAC tourism growth and key trends shaping the industry

Submitted by clatruiyols on Tue, 18/02/2025 - 10:19

London, 18 February 2025 - [HBX Group](#), a leading independent B2B travel technology marketplace, has hosted MarketHub Asia 2025 at Studio City, Macao, bringing together industry leaders to discuss the key trends shaping the future of travel in Asia-Pacific. During the event, HBX Group executives, alongside industry experts, shared insights into the region's rapid expansion, emerging travel patterns, and evolving consumer behaviours.

APAC: The driving force behind global travel growth

Asia-Pacific remains a key driver of the global travel industry, with **Japan, India, and China leading the surge in bookings**. The region's economic and demographic evolution is transforming the travel landscape, with **APAC's population expected to reach 4.3 billion by 2030, representing 50% of the world's total**. A defining shift is the rise of the middle class, which is projected to make up two-thirds of the global middle-income population by 2034, fuelling an unprecedented demand for travel.

"APAC is one of the most dynamic travel markets in the world, and the rapid pace of change we're seeing—both in terms of traveller expectations and business models—demands that we continuously adapt," said **Pippa Williamson, Senior Vice President of Sales at HBX Group**. "At HBX Group, we are committed to helping our partners navigate this evolving landscape by leveraging data, innovation, and our deep regional expertise."

PATA: APAC as the global growth engine

Reinforcing APAC's position as the world's leading travel region, **Noor Ahmad Hamid, CEO of the Pacific Asia Travel Association (PATA)**, shared key insights during MarketHub Asia.

"The Asia-Pacific region is expected to reach 4.3 billion people by 2030, accounting for half of the world's population. More importantly, 81% of that population will be middle-class, meaning two-thirds of the global middle-income segment will be in APAC," said **Hamid**. "This is why APAC is not just growing—it is the Global Growth Engine of the travel industry. Seven of the world's top 20 fastest-growing economies in 2024 are in this region, making it a crucial market for investment and expansion."

He also highlighted how intra-regional travel is playing a major role in APAC's recovery and expansion, with **key markets such as Japan, South Korea, and Thailand** leading the way. According to PATA's latest projections, international visitor arrivals (IVAs) in Asia-Pacific are set to reach between 813 million and 947 million by 2027, depending on market conditions, reflecting strong and sustained growth in the region.

Emerging Destinations and the Rise of Experiential Travel

While **Japan remains the most in-demand destination**, other **emerging markets such as Laos, Cambodia, and Sri Lanka are experiencing significant growth**. Government-backed tourism campaigns and improved airline connectivity have positioned these destinations as attractive alternatives, particularly for travellers seeking authentic, off-the-beaten-path experiences.

Experiential travel is increasingly shaping tourism flows, with live entertainment, major events, and cultural experiences becoming key decision drivers. Music tourism has been a major catalyst, with **Taylor Swift's Singapore tour alone attracting over 500,000 travellers** and generating substantial economic benefits. Similarly, **South Korea** continues to benefit from the global K-pop phenomenon, with **one in 13 visitors citing K-pop as a primary motivator for travel**, underscoring the industry's growing influence on international tourism patterns.

The Role of India and China in APAC's Tourism Future

India and China are poised to dominate travel spending in APAC over the next decade, accounting for **40% of the region's total tourism expenditure**. As disposable incomes rise, there is a growing **demand for premium, personalized travel experiences**, with more travellers seeking high-end accommodations and curated leisure activities. The continued expansion of international flight routes and investment in digital travel infrastructure will further accelerate outbound and intra-regional travel in these markets.

MarketHub Asia continues to be a flagship event for the travel industry in APAC, providing a platform for thought leadership, collaboration, and strategic discussions that supports industry partners with data-driven insights and a deep understanding of regional market trends.

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About HBX Group

HBX Group is a leading independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline and Roiback. 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.

More information:

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