

HBX Group and Minor Hotels expand strategic partnership to include hotels in Australasia, Africa, Middle East and Asia

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London, 20 February 2025— [HBX Group](#), a leading independent B2B travel technology marketplace, and Minor Hotels have announced the global expansion of their preferred distribution partnership. The announcement was unveiled at MarketHub Asia 2025 in Macau, China.

The expanded partnership builds on the success of Minor Hotels and HBX Group's existing collaboration in Europe and the Americas. Under the agreement, Minor Hotels will add 181 properties from Asia, Australasia, Africa and the Middle East to its distribution partnership. The group will also designate HBX Group as a preferred B2B distribution partner, enabling streamlined distribution, optimised operational costs, and greater control over rates and inventory.

HBX Group's global network, which connects 60,000 travel distributors across over 190 source markets, will now have access to over 560 Minor Hotels properties across 58 countries. These include renowned brands such as Anantara, Avani, Elewana Collection, Tivoli, NH, NH Collection, nhow and Oaks. Looking ahead, Minor Hotels announced its intent to add nearly 300 properties to its portfolio over the next three years, which will also join the preferred distribution partnership.

Carlos Muñoz, Chief Commercial Officer at HBX Group, commented: "This global partnership represents a significant milestone in our collaboration with Minor Hotels. By consolidating distribution efforts and reducing operational complexity, we are enabling Minor to streamline its strategy and focus on reaching high-value markets where we can add real value. HBX Group becomes an extension of Minor's commercial arm, bringing their brands to markets and customers that would otherwise be out of reach. Together, we are setting a new benchmark for what a true partnership between a hospitality group and a distribution tech platform should look like."

Ian Di Tullio, Chief Commercial Officer of Minor Hotels, added: "Our partnership with HBX Group has been instrumental in maintaining our agility and efficiency, allowing us to leverage best practices and insights from their network. This collaboration in Europe and the Americas has been invaluable in accelerating our growth and expanding our distribution. We look forward to broadening this successful relationship to encompass our global portfolio, ultimately delivering superior value to our customers."

Fernando Vives, Chief Commercial Officer of Minor Hotels Europe & Americas, reinforced: "Our collaboration with HBX Group has accelerated our growth in Europe and the Americas and provided us with the insights to refine our approach in the markets. As we expand our partnership globally, we are excited to build on this momentum and deliver greater value to our guests."

This announcement also underscores Minor Hotels' longstanding support for MarketHub, HBX Group's flagship event series for the travel industry. A dedicated partner, the hotel group hosted MarketHub Europe 2023 at the nhow Amsterdam RAI and will welcome the European edition of the event at the Tivoli Marina Vilamoura Algarve Resort from April 1-4, 2025.

MarketHub brings together leaders from across the travel and hospitality industry to explore trends such as AI-driven personalisation, sustainable travel, and the future of B2B partnerships. The event serves as a global platform for fostering meaningful connections and inspiring strategies that drive recovery and innovation in the travel industry.

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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:

www.hbxgroup.com

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About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 58 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 280 hotels by the end of 2027.

For more information, please visit minorhotels.com and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

Minor Hotels

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