

HBX Group integrates Civitfun into its portfolio to digitalise hotel operations and improve guest experience

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London, 14 May 2025 - **HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, announces the acquisition of Civitfun, a hospitality tech innovator based in Spain with deep expertise in digitalising hotel operations.

With this strategic investment, HBX Group takes a further step in its ongoing strategy to simplify the travel ecosystem and empower hotel partners with next-generation technology. By combining HBX Group's global reach and marketplace capabilities with Civitfun's tech infrastructure and integrations, spanning 60 PMS platforms and more than 3500 clients across 36 countries, the partnership sets the stage for a new era of connected data-driven hospitality.

Together, HBX Group and Civitfun will develop a platform of intelligent hotel solutions to enhance guest experience, optimise operations and unlock new revenue streams for hotels. The roadmap includes expanding capabilities in areas such as contactless check-in and check-out, enhanced hotel & guest communications, and flexible upselling & cross-selling options.

As an immediate a result of this partnership, HBX Group hotel partners will now have access to Civitfun's best-in-class online check-in capabilities, available both remotely via URL and onsite at front desk, allowing guests to complete check-in seamlessly, without waiting in line. This unique platform supports hotel direct channels, major OTAs, and the leading B2B player, making it the only online check-in tool globally designed to serve all main hotel distribution channels.

Nicolas Huss, CEO at HBX Group, said: "We chose to invest in Civitfun because their technology truly makes a difference to hotels and their guests. Our goal at HBX Group has always been to simplify complex processes and help our hotel partners grow. This collaboration will do exactly that—reducing operational headaches, improving efficiency and allowing hotel staff more time to do what they do best: looking after their guests."

Mariano de Oleza, Managing Director of Civitfun, added: "Joining the HBX Group family is an exciting milestone for us. Together, we will create new opportunities for hotels worldwide, from smooth online check-in to up-sell & cross-sell possibilities".

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, and Roiback. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines, loyalty programmes, 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 a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,600 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

More information:

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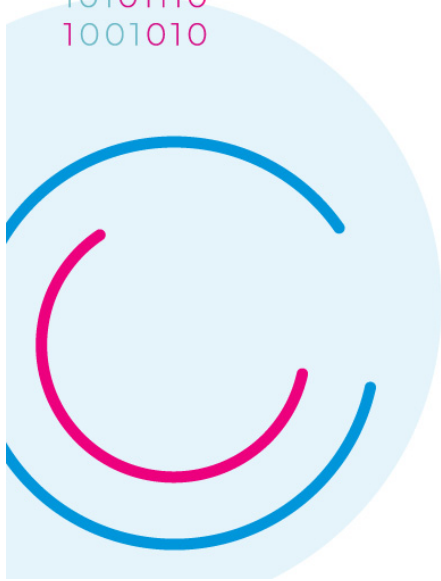
About Civitfun

Civitfun is the leading global online check-in solution, dedicated to transforming the hospitality industry by digitizing the entire guest journey, from check-in to check-out, through a comprehensive suite of products.

Founded in 2014 by Mariano de Oleza, Germán March, and Xavi Gómez, Civitfun features an integration hub connecting with PMSS, payment gateways, electronic locks, OTAs, and tour operators, and is trusted by over 3,500 clients. Civitfun is also the only solution integrated with the world's leading B2B TravelTech player, HBX Group.

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