

HBX Group Strengthens Strategic Partnership with Hesperia World as a Partner of Choice for B2B Distribution

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London, 9th of July 2025 — [HBX Group](#), global B2B company that provides interconnected TravelTech solutions, has announced a new three-year strategic agreement with the Spanish multi-brand hotel operator Hesperia World.

Under this enhanced agreement, HBX Group will hold semi-exclusive distribution rights to Hesperia World hotels operating under the Hesperia brand in Spain and Andorra, with a portfolio of 15 properties, providing unparalleled access for travel professionals. The agreement eliminates direct contracting with other competitors in the B2B space, reaffirming HBX Group's position as a key partner for hoteliers seeking robust and efficient distribution solutions.

Carlos Muñoz, Chief Commercial Officer and Deputy CEO of HBX Group, said: "This agreement with Hesperia reflects our unwavering commitment to empowering our B2B clients with access to top-tier inventory. By offering streamlined access to their exceptional portfolio, we're creating unmatched opportunities for our clients to deliver outstanding experiences to travellers worldwide and solidifying our position as the go-to distribution partner in the travel industry."

Oliver Benalal, Vice President Business Development from Hesperia World added: "This agreement allows us to make our portfolio available to a leading company in the sector like HBX Group, ensuring that our assets reach a broader and more premium clientele. At Hesperia World, it is essential for us to grow alongside the best partners, and in this regard, we are very pleased to announce this new collaboration with HBX Group today".

Hesperia World's properties included in this agreement, located in prime destinations across Spain and Andorra, are now available to HBX Group clients globally. This collaboration combines HBX Group's expansive network and advanced distribution technology with Hesperia's premium properties, driving value and innovation for both partners.

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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:

www.hbxgroup.com

HBX Group Media Contact

PR & Media Relations media@hbxgroup.com

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About Hesperia World

Hesperia World is the operating company of Grupo Inversor Hesperia (GIHSA) and is responsible for the operational management of all the group's assets in Spain and Andorra, in addition to five Hesperia-branded hotels in Venezuela. At present, it manages 28 active hotels across the 3, 4, and 5-star categories, altogether comprising more than 5,295 rooms. Hesperia World is a multi-brand hotel management company, founded on the basic premise of allowing each asset within the hotel group to realise its full potential, with the aim of delivering the highest quality service to guests whilst also pursuing maximum profitability of the properties. Hesperia World operates urban hotels under the Hesperia brand, as well as Hyatt Regency and Grand Hyatt, thanks to a commercial agreement concluded with Hyatt Group. It will soon commence operations in Valencia at the forthcoming Novotel Valencia Lavant as a result of agreements with Pictet and Accor. Within its resort division, Hesperia World manages properties under its own Hesperia® brand, as well as Grand Hyatt® and various brands from the Hyatt Inclusive Collection, including Secrets® Resorts & Spas and Dreams® Resorts & Spas.

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