

HBX Group offers global hotel inventory through Getaways by Southwest facilitating travel bundling for consumers

Submitted by clatruiyols on Tue, 19/08/2025 - 15:06

London - August 19, 2025 - [HBX Group \(HBX.SM\)](#), leading independent B2B marketplace for travel technology, is pleased to offer its global hotel inventory directly through Getaways by Southwest™.

Getaways by Southwest is a new product that enables Southwest Airlines® customers to book vacation packages that include flights and accommodation in one seamless experience, allowing customers to bundle flights and accommodation with ease. From boutique properties to international chains, the extensive offering provides travelers with more choice and flexibility, all within a single booking experience.

HBX Group supports the product with more than 250,000 properties and scalable technology, enabling a wide range of lodging options for Southwest's customers.

"This partnership with Southwest Airlines reflects our commitment to helping partners grow through smarter, more connected travel experiences," said **Carlos Muñoz, Chief Commercial Officer and Deputy CEO at HBX Group**. "By combining our global accommodation portfolio and B2B technology with the scale and loyalty of Southwest's customer base, we're making it easier for travelers to plan their trip in one place—while helping the airline unlock new revenue opportunities."

"Southwest Airlines is pleased to partner with HBX Group to significantly expand the accommodation options available to our Getaways by Southwest Customers," said **Phil Gouel, Southwest Airlines Vice President Product Development**. "Getaways vacation packages provide Customers a comprehensive travel experience, and HBX Group's offerings help us deliver a great vacation both in the air and on the ground."

Getaways by Southwest is now available to travelers booking vacation packages to more than 30 destinations, including Las Vegas, Orlando, Hawaii, Cancun, Punta Cana, and Montego Bay. By combining Southwest's focus on customer experience with HBX Group's global travel technology and distribution capabilities, the partnership unlocks new value for travelers while opening up fresh opportunities for both companies.

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About HBX Group

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