

# [HBX Group and Queer Destinations Join Forces to Advance Inclusive Tourism Worldwide](#)

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**September 23, 2025 - Palma de Mallorca / Madrid.** HBX Group, a global leader in B2B travel technology, and Queer Destinations, an international point of reference for LGBTQ+ tourism, have signed a Letter of Intent to collaborate in driving inclusive and sustainable tourism worldwide.

This agreement reflects the shared commitment of both organizations to promote diversity, equality, and inclusion within the travel industry, while empowering destinations, hotels, and service providers to create safe and welcoming environments for LGBTQ+ travelers.

The global LGBTQ+ travel segment is valued at more than \$4.7 trillion annually. According to Credit Suisse, if it were a country, it would represent the world's fourth-largest economy. Harnessing this potential, the alliance between HBX Group and Queer Destinations seeks to transform the way tourism embraces diversity and inclusion.

**A Strategic Alliance.** As part of the collaboration:

- As part of this agreement, **HBX Group will implement the Queer Destinations Committed standards** across the corporation to receive the distinction, designed to train all employees on LGBTQ+ inclusion.
- On the other hand, Queer Destinations will work with HBX Group to engage with their strategic partners, integrate inclusive booking tools, and boost the visibility of those businesses that meet the **Queer Destinations Committed** standards.
- Both parties will coordinate a **joint communication strategy** to promote this strategic alliance, aiming to spark a genuine transformation in how the tourism sector understands diversity and inclusion, and provide a new level of safety and excellence for the queer community around the world.

## **Voices of Leadership**

“At Queer Destinations, we believe that inclusion is not only an essential value but also a driver of innovation and growth in tourism,” said Edgar Weggelaar, CEO of Queer Destinations. “Pinkwashing is no longer acceptable. Travelers demand actions that generate real impact within companies and across society as a whole.”

Oriol Pamies, Founder of Queer Destinations, added: “At a time when LGBTQ+ rights are under threat in many parts of the world, this alliance allows us to continue building safe spaces for the queer community — setting a new global standard that will forever change the way we travel.”

On behalf of HBX Group, Elena Perez, Chief Human Resources and ESG Officer, stated: “At HBX

Group, we believe that travel should be safe, inclusive, and welcoming for everyone. Partnering with Queer Destinations is a meaningful step toward sparking genuine transformation in how our industry understands and embraces diversity, inclusion, and safety.”

Pamies further emphasized: “With every purchasing decision, the LGBTQ+ community can reward the companies that openly support us — those who choose to stand on the right side of history.”

**Next Steps:**Key commitments of the collaboration include:

- Delivering diversity training to all HBX Group teams.
- Working with partners worldwide to make their operations more inclusive.
- Coordinating a joint communication strategy to promote this alliance and amplify its impact across the tourism sector.

### **About HBX Group**

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

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

### **More information:**

[www.hbxgroup.com](http://www.hbxgroup.com)

### **HBX Group Media Contact**

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## About Queer Destinations

Queer Destinations is a leading organization in the development of strategies for more inclusive tourism, focused on the LGBTQ+ community and acting as a bridge between governments, destinations, and organizations. Its educational program *"Hospitality Meets Diversity"* has trained thousands of tourism professionals, with the goal of ensuring safe, respectful, and discrimination-free spaces for all travelers. With an international presence and strategic alliances with governments, companies, and institutions, Queer Destinations drives a model of tourism based on diversity and human rights.

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