

Dusit Hotels & HBX Group - A Strong Partnership Consolidated Thanks to B2B Distribution

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Dusit Hotels & Resorts, a globally recognised hospitality brand known for its Thai-inspired graciousness, has built a **strong and productive partnership with HBX Group**, focused on enhancing digital distribution and tapping into global leisure demand.

This success story explores the collaboration's objectives, key challenges, strategic direction, and the results of working with one of the world's leading B2B travel platforms.

About the hotel

Dusit Hotels & Resorts, the flagship brand of **Dusit International**, operates more than **290 properties in 18 countries** across four continents. With a proud heritage rooted in **Thai hospitality**, the group combines local authenticity with global standards across its hotels and resorts.

Founded in 1949 with the opening of the Princess Hotel in Bangkok, Dusit was among the **pioneers of modern hospitality in Thailand**. The brand continued to lead with innovations such as launching the nation's first Thai-operated resort in 1987. Today, it continues to evolve, blending tradition and modernity to offer enriching experiences to travellers worldwide.



Previous situation and challenges

Like many established hotel brands, Dusit Hotels faced the challenge of modernising its approach to leisure distribution. While working with a variety of partners across business segments, the distribution strategy lacked the agility and integration needed to compete in a fast-moving, digital-first environment.

As **Nichlas Maratos**, Head of Commercial at Dusit Hotels & Resorts and company representative at HBX Group's MarketHub Asia summit in 2025, explains:

'Our challenge - or opportunity - for the last many years has been moving distribution into a more digital, connected environment.'

Dusit needed a platform that would provide scalability, technical connectivity, and access to

diversified source markets – all without adding complexity to their operations.

NICHLAS MARATOS

VICE PRESIDENT - COMMERCIAL
AT DUSIT HOTELS & RESORTS



Choosing HBX Group

HBX Group emerged as the ideal partner to meet Dusit's evolving needs. **HBX Group's extensive global network** and advanced technology infrastructure offered a solution that could support long-term digital transformation.

*'We partner with different companies for different parts of the business,' said Maratos, 'but we see HBX Group as being able to deliver unique opportunities in terms of the **breadth of the market** they can cover.'*

Beyond market access, working closely with teams across the organisation, Dusit benefits from a partnership built on collaboration, trust, and shared ambition.

'We work with many people within the organisation, at many different layers, to help us deliver on what we need for our business,' Maratos pointed out. 'For me, it's very much about synergy and collaboration that gets us to the right results.'



The outcomes

Through its collaboration with HBX Group, Dusit Hotels has significantly advanced its digital distribution strategy.

HBX Group has played a pivotal role in enabling this transition, offering not only technology and reach but also a **high degree of collaboration**. The relationship has allowed both sides to continuously identify new opportunities while addressing challenges proactively.

As Maratos put it:

*'It's never an easy process to move distribution to a different space. But we have a **very***

collaborative working relationship, and we're constantly surfacing opportunities and challenges on each side that we're able to solve together.'

The partnership has delivered tangible results, but more importantly, it has laid the groundwork for scalable, future-focused growth in a rapidly changing travel environment.

Key highlights of the partnership's results include:

- Direct connectivity currently covers **39 Dusit hotels globally**, with more properties expected to be added in 2025.
- Room nights production **grew 103% year-on-year** (YTD April 2025), demonstrating a significant uplift in business volume.
- Booking creation **increased by 95% year-on-year** (as of May 2025), reflecting strong demand generation and effective distribution via HBX Group's network.



Why work with HBX Group?

HBX Group is a global travel marketplace with a wide range of interconnected B2B travel solutions. When it comes to hotelier partners, you have the opportunity to tap into previously inaccessible demand through a suite of tailored solutions and a powerful, connected network. Some of the main benefits include:

- **Access to over 60,000 travel distributors:** Including 50,000 travel agencies and 3,500 tour operators, as well as airlines, loyalty programmes, affiliates, among others.
- **Global reach in more than 190 source markets:** Whether you're looking to attract long-haul travellers or boost local bookings, HBX Group helps you connect with the markets that matter most.
- **No competition with your direct channel:** HBX Group distributes exclusively to B2B partners, supporting rather than undermining direct strategies.
- **Effortless visibility:** From positioning to promotion, HBX Group ensures your property gains exposure where it matters most.

Interested? [Become our partner today](#) and discover how we can boost your property's success.

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