

Quarterly Product Update - October 2025: Discover What's New

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Thrive With Confidence and Ease: New Capabilities To Support The Everyday of Travel Businesses In a Changing Market

In a travel industry shaped by rapid change, rising expectations, and technological disruption, staying ahead requires more than adaptation — it demands innovation with purpose.

At HBX Group, innovation is about solving real challenges for travel businesses through smarter tools, stronger partnerships, and scalable solutions that make everyday operations more efficient.

Over the past quarter, we have introduced a range of enhancements to support partners in strengthening commercial performance, streamlining operations through **automation**, reaching new audiences, and improving digital resilience. From new commercial programmes and strategic alliances to smarter tech and operational upgrades, these initiatives are designed to deliver tangible value — helping partners drive growth, improve efficiency, and stay competitive in a world increasingly shaped by **AI and data connectivity**.

These improvements reflect HBX Group's ongoing commitment to building a more connected, resilient, and partner-focused travel ecosystem powered by data and intelligent integrations.

1. Unlocking High-Value Distribution Goals with Preferred Partnerships

In today's competitive travel landscape, standing out and driving consistent demand is more challenging than ever. The new **Preferred Partnership** is designed as a powerful growth engine shaped around hotels' unique needs, helping them to take their B2B distribution strategy to the next level.

Whether the goal is long-term growth, operational efficiency, or short-term boosts, this flexible programme adapts to each hotel's unique needs, enabling smarter decisions and stronger performance.

By aligning commercial strategy with individual goals and challenges, it unlocks greater visibility, stronger demand, and sustainable business impact.



2. Boosting Hotel Production with Data-Driven Opportunities

The Partner Accelerator Programme equips hoteliers with **real-time, data-driven insights** delivered via email the moment opportunities arise. With personalised recommendations based on live market trends, hoteliers can:

- Optimise availability, pricing, and contracting strategies
- Identify missing rate plans and adjust room capacities and board types
- Enhance property content and remove setup limitations that may be restricting sales

This initiative empowers hotels to sharpen their competitive edge, streamline operations, and unlock higher production — driving growth with confidence in a fast-moving travel landscape.



3. Connecting Hotels to High-Intent Travellers Through Southwest Airlines

A new strategic partnership with Southwest Airlines opens up a high-value distribution channel for hotel partners. Through HBX Group's role as a preferred B2B accommodation provider for [**Getaways by Southwest™**](#), properties can now be included in vacation packages that bundle flights and accommodation in one seamless booking experience.

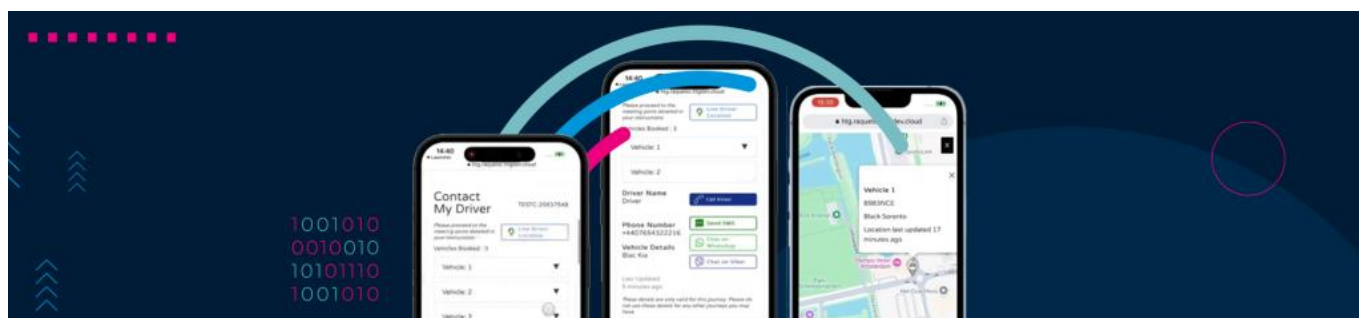
This collaboration opens the door for over **140 million annual passengers** travelling across the United States, Mexico, Central America, and the Caribbean to seamlessly access our network of distributed hotels. It creates a unique opportunity to connect with a vast audience of leisure travellers right at the moment they're planning and booking their trips — maximising visibility and driving meaningful engagement.



4. Real-Time Tracking for Seamless Transfers

Live vehicle tracking and detailed driver information are now available for eligible bookings through the **CheckPickup** portal — enabling travel agents to offer travellers greater visibility and reassurance ahead of their transfer.

This feature helps reduce friction during pickups and provides travellers with added peace of mind, especially for complex or multi-vehicle journeys.



5. Visibility That Converts: Introducing Sponsored Listings

With **up to 80% of bookings taking place on page one of search results**, this new advertising solution offers a strategic opportunity to position properties where decisions are made. Available within the [Marketing Suite](#), these sponsored placements help capture attention when it matters most.

Designed to complement long-term distribution strategies, **Sponsored Listings** provide a tactical boost of visibility, drive incremental bookings, and benefit from a performance-focused marketing tool with clear, measurable ROI.



6. Accelerating Vendor Onboarding Through Smart Integration

The **Travelgate Aggregator**, developed in partnership with TGX, introduces a smarter way to

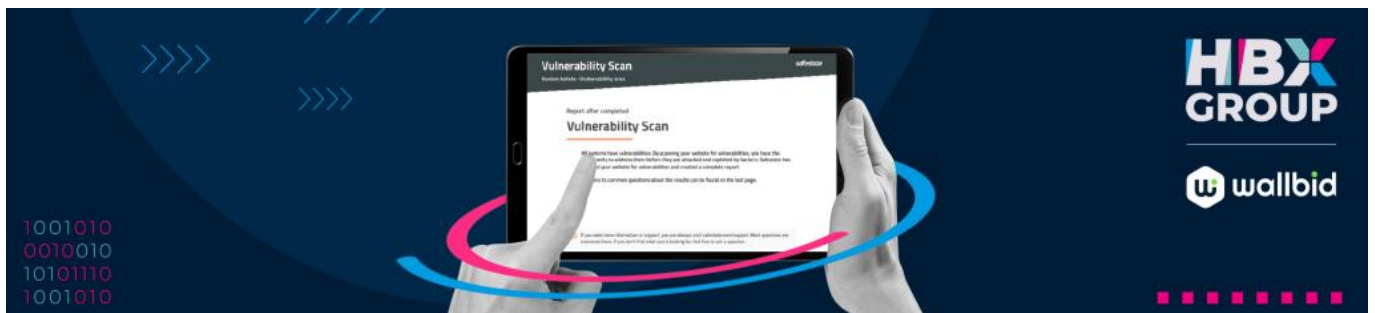
onboard vendors through automated, standardised connectivity. Tailored for small Destination Management Companies (DMC) and Third-Party Suppliers (TPS), it shortens integration timelines to just a few days and enables the activation of up to two new vendors per week, all without internal technical overhead. A practical shift that simplifies operations and opens the door to faster, more flexible growth.



7. Strengthening Hotel Cyber Resilience with Cybersential

Hotels across the UK and Europe can now access [Cybersential](#), a cyber risk assessment service provided by [Wallbid](#). As digital infrastructure becomes business-critical, this tool supports hotels in identifying vulnerabilities, mitigating potential threats, and exploring proactive security measures tailored to their specific systems and operational needs.

The service includes system reviews, risk scoring, and expert guidance — helping hospitality businesses better understand their cyber exposure and take informed steps toward resilience.



A First Look at What's Ahead This Quarter: A New Partner Portal for Everyday Efficiency

As part of the first innovations of the new quarter that kicked off in October 2025, a redesigned **Partner Portal** is being rolled out. This new platform has been built to make everyday hotel management simpler and more efficient. With improved usability, intuitive navigation, and practical features, it's designed to streamline daily tasks and offer greater autonomy.

This marks the beginning of a new phase focused on smarter collaboration and operational ease. **More innovations are on the way** — thank you for being part of the journey.

Not an HBX Group partner? Register today, and make the most of our powerful suite of products.

[Register your property](#)

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