

HBX Group Announces MarketHub 2026: UNLOCKED

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London, 11 November 2025 – **HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, has announced the 2026 editions of its flagship [MarketHub](#) events, which will take place across Asia, Europe and the Americas under the theme **UNLOCKED**.

The first event of the year, **MarketHub Asia**, will be held from **3-6 February 2026** at the **Hilton Bali Resort**, Bali, Indonesia. This will be followed by **MarketHub Europe**, taking place from **21-24 April 2026** at the **InterContinental Malta**. And finally, **MarketHub Americas**, which will be celebrated from **23-26 June 2026** at **Moon Palace The Grand Punta Cana** in Dominican Republic.

This year's theme reflects the fast-evolving state of travel and technology in 2026. From the acceleration of artificial intelligence to shifting traveler expectations, the industry faces an era of profound transformation. At MarketHub: UNLOCKED, HBX Group partners, thought leaders and industry trailblazers will explore how technology can uncover untapped potential, how data drives meaningful action, and how human connection remains at the heart of innovation and collaboration.

David Amsellem, Chief Distribution Officer at HBX Group, said: "Our MarketHub editions are where the travel industry comes together to exchange insights, spark ideas, and forge meaningful partnerships. Under the theme Unlocked, we want to encourage our partners to think differently about what's possible when innovation and collaboration go hand in hand."

Xabi Zabala, Chief Sourcing and Operations Officer at HBX Group, added: "The MarketHubs wouldn't be possible without the continued trust and support of our partners. Their valuable contribution plays a key role in bringing these events to life and in driving innovation across the travel ecosystem. Together, we're shaping a more connected, agile and collaborative future for our industry."

For more than **13 years**, MarketHub has been connecting the global travel and tourism sector. Each year, over **1,400 participants** from **50 markets** attend HBX Group's exclusive, invite-only events, which have become one of the most anticipated B2B gatherings in the industry. The event brings together senior decision-makers from tour operators, travel advisors, hotel chains and technology providers from around the world to explore the trends shaping the future of travel.

For more information, please visit <https://www.hbxgroup.com/markethub>.

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, The Luxurist, Roiback and Civitfun. 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 more than 170 countries and employs more than 3,500 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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