

#GSTC2026 PHUKET

THE DIGITAL BRIDGE: HOW
PLATFORMS DRIVE
SUSTAINABLE CHOICE AT
SCALE



HBX Group

We provide businesses with a suite of interconnected travel products and tech solutions

+170
Markets

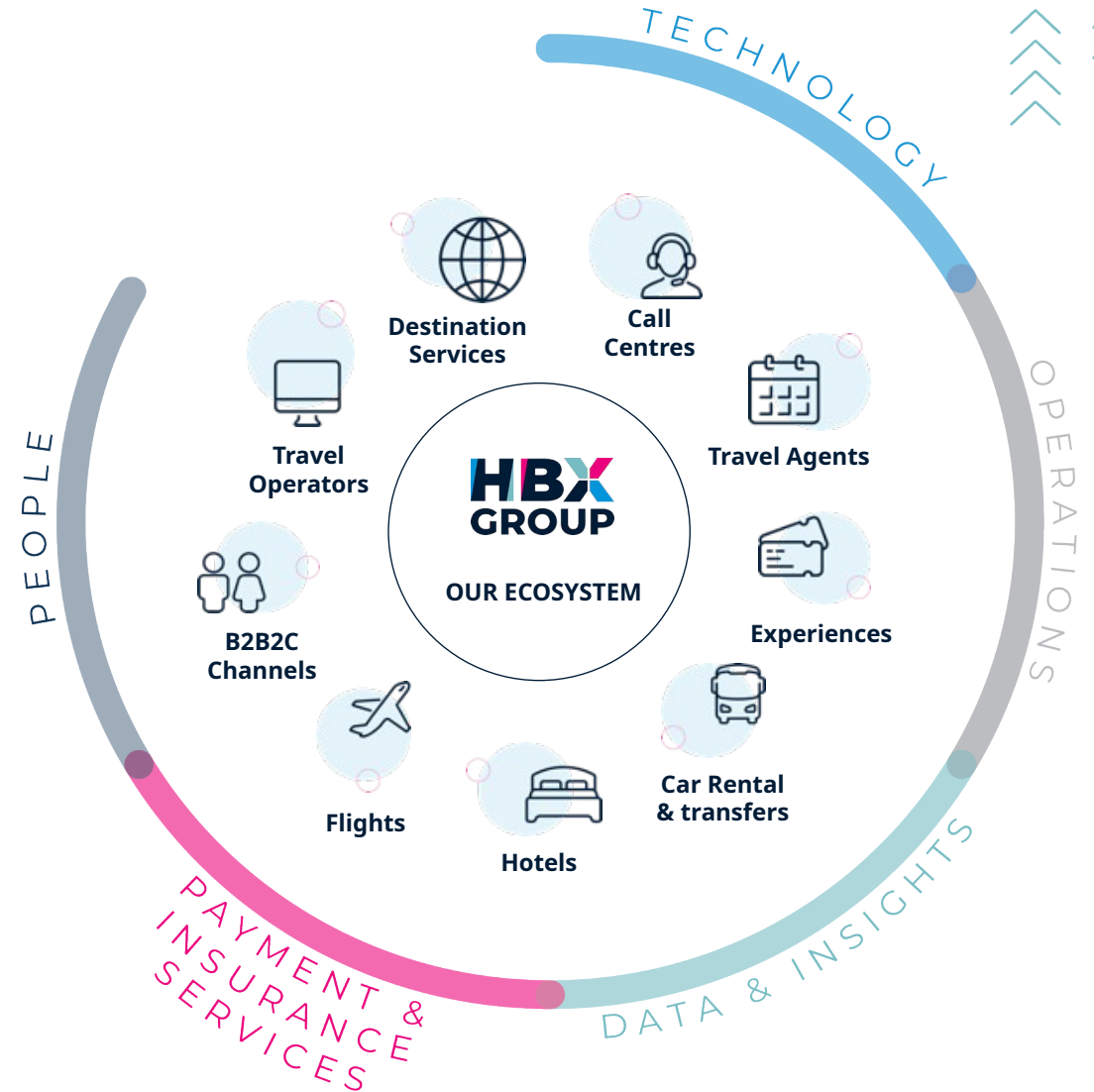
450TB+
Data Lake

+3500
Experts

60.000
Travel distributors

7bn
Searches/day

100.000
Bookings/day



Classification:
Public



Our central position in the travel ecosystem allows us to become a gateway to responsible travel



TURNING EVERY CONNECTION INTO AN OPPORTUNITY FOR POSITIVE IMPACT.





Our sustainable hotels programme is growing



13.5%

CERTIFIED SUSTAINABLE HOTELS

- +€9,782 additional revenue per hotel vs non-certified
- 4.2x higher average sales in sustainability-certified hotels
- +315% revenue increase compared to non-certified hotels



+13% increase in room nights for certified hotels



~20% sales growth over the last two years



80% of travellers prefer sustainable options when information is verifiable



+135,000 Hotels adapted for reduced mobility



+6,000 One single-use plastic free



+1,600 Pet-friendly hotels



NEW LEVELS OF ANIMAL WELFARE IN OUR RANGE OF EXPERIENCES



WE WORK WITH HOTELS TO CREATE A POSITIVE IMPACT ON TRAVELLERS

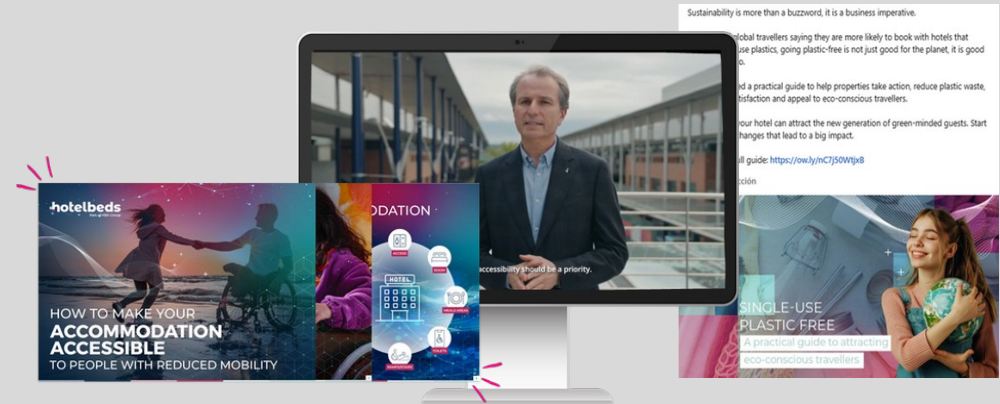


Building awareness through our Sustainability Hub and waves

Sustainability waves:

Sustainability Waves project was created to influence and strengthen communication with clients and suppliers around key sustainability topics. The project focuses on raising awareness, promoting adoption, and giving visibility to sustainable features.

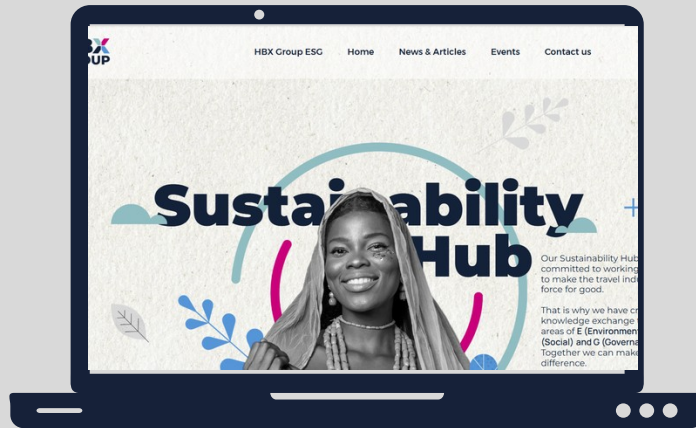
- ACCESSIBILITY FOR PEOPLE WITH REDUCED MOBILITY CAMPAIGN
 - SINGLE-USE PLASTIC FREE CAMPAIGN
 - PET FRIENDLY CAMPAIGN
 - OTHERS...
- OVER **135,000 HOTELS ADAPTED** FOR PEOPLE WITH REDUCED MOBILITY.
 - WE HAD **7,217** HOTELS IN OUR PORTFOLIO UNDER SINGLE-USE PLASTIC FREE
 - WE HAD **6,687** HOTELS IN OUR PORTFOLIO THAT RESPONDED TO PET FRIENDLY



+28% open rate

+15% portfolio growth following the launch of a campaign

+200 PIECES OF CONTENT PUBLISHED





Our partnership with Queer Destination

Certification & training:
"Queer Destinations Committed"
standards + specialised training for
hospitality professionals.

Global supply & visibility:
HBX Group's accommodation
inventory and marketplace
distribution to scale reach.



Technology & connectivity: Booking
infrastructure enabling
seamless connectivity
and performance.

88%

**OF OUR EMPLOYEES HAVE
COMPLETED LGBTIQ+ TRAINING;
WE ARE A COMPANY WITH THE
QUEER DESTINATION
DISTINCTION.**

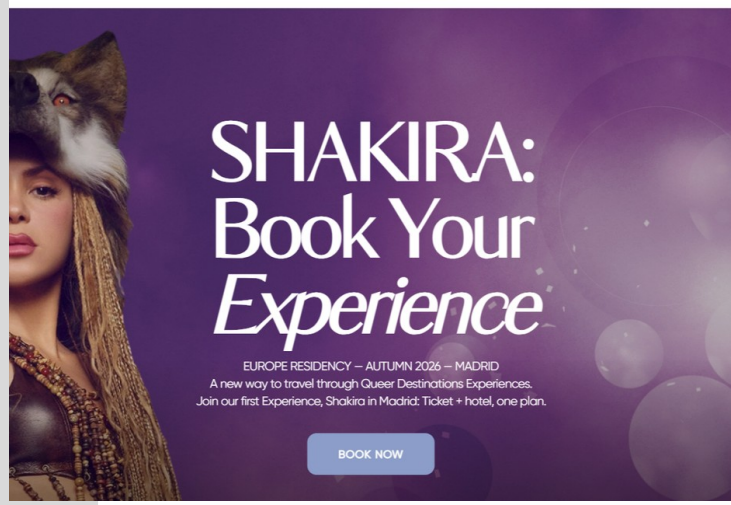
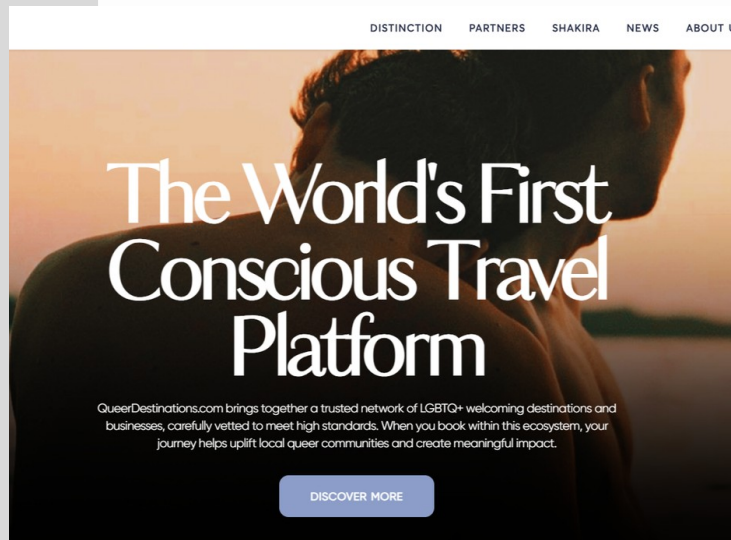
We're embedding inclusion into distribution — so it's discoverable, bookable and credible at scale.

WHAT THIS ALLIANCE ENABLES FOR THE TRAVEL INDUSTRY?

Partners
Verified inclusion that
strengthens ESG credibility
and competitiveness

Travellers
Trusted access to certified
inclusive destinations and
businesses

Communities
Tourism value that
reinvests locally through a
closed-loop impact model



EMPOWERING COMMUNITIES - THINK BIG 2.0

Think Big supports local communities to build sustainable micro-destinations and experiences and connect them with travelers, responding to the growing demand for community-based tourism. By combining corporate volunteering with the integration of community-led experiences into our tech platforms, the programme creates real market access for community tourism



40+

HBX Group volunteers involved



4,9/5

volunteer satisfaction



2,000+

volunteer hours



1

community tourism website launched



100+

improvement actions executed



11

local cooperatives strengthened

THINK BIG 2.0
Evolution



Integrate community-based tourism initiatives into our global Experiences portfolio at scale using our tech platform.



Expand our international volunteering and micro-destination programmes to new geographies.



Give visibility to the communities through Destination Marketing activities and strategies to increase demand and awareness



The Best ESG Initiative in the CSR Week in Spain for the project Think Big

All these projects are supported by our incredibly committed people

