

PRESS KIT

VB group



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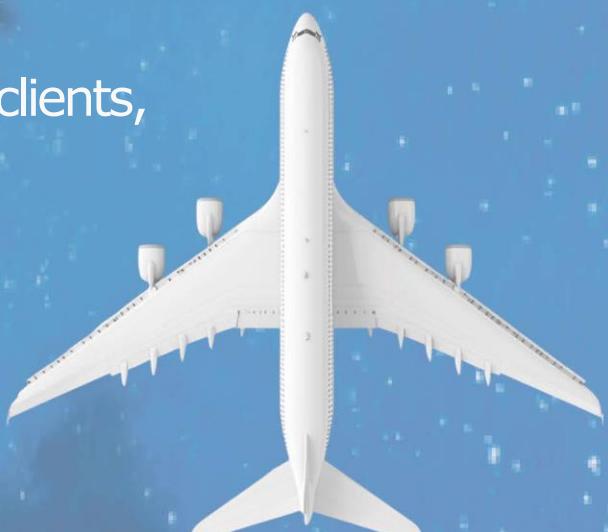
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# Experts in mobility

With presence in Spain and Latin America, at **VB Group** we are committed to deliver comprehensive solutions for increasingly demanding travellers and companies. We specialize in corporate travel, which represents over 60% of our total sales; and we have several business lines within the tourism sector, alongside develop through 16 well-established brands in the market.

Founded in 2009 as Grupo Viajabien by Jorge and Guillermo Espinós, **VB Group** now comprises a team of 270 professionals dedicated to transforming the travel and mobility industry through service and technology.

Since its creation, **VB Group** has evolved from a small local holiday travel agency into a global company, serving as a strategic partner to support all our clients in all their projects.





**Jorge Espinós**

Co-Founder and general manager of VB Group

*"At VB Group, we always had the vision focused on building a solid, trustworthy company capable of adapting to the constant changes in the market. Over the years, we have been able to grow and evolve thanks to a passionate and dedicated team. Technology has also played a key role in this transformation, enabling us to offer innovative solutions that allow our clients to focus on what they do best: growing and thriving.*

*We are deeply grateful for the trust of all our partners, clients, and collaborators. With their continued support, we will move forward with a clear focus on delivering the highest quality service".*



**Guillermo Espinós**

Co-Founder and executive director of VB Group

*"Since our first steps back in 2009, VB Group's vision has been to offer more than just travel services. We aimed to become a true strategic partner for our clients, providing tailor-made solutions to optimize their travel and mobility experience. Today, we remain committed to innovation and to delivering an experience that adapts to our clients' evolving needs.*

*Every day, our team of professionals works to make corporate and leisure travel more efficient, comfortable, and personalized. For us, each client is a unique project, and each one deserves our best dedication."*

# Our values

Our mission is to be recognized as the benchmark for excellence in **360º solutions across the tourism, entertainment, and corporate mobility industries**, through constant innovation, **exceptional service quality, sustainability, and the creation of value** for our clients and partners. We are focused on transforming mobility by exceeding client expectations and contributing to the sustainable development of the sector.

With **innovation and technology** as our driving force, we are reshaping the industry and creating a globalized world. We bring to the sector the know-how that facilitates its evolution, supporting businesses, employees, and clients in their transformation toward a more modern future, without losing sight of what matters most: **people**.



## **Our team first**

We are one big family. We love technology, but we value our people and our team above all.



## **We work hard**

We are committed and we give our best to reach our goals and fulfil our commitments. We finish what we start.



## **We think globally**

We think big, with an open mind and empathy. We support our clients at every step, wherever and whenever they need us.

## **We are positive**

We are passionate about what we do, and we show it every single day.



## **We learn from our mistakes**

We make mistakes, we learn from them, and we share our lessons within the team. Innovation and continuous improvement are key to our success.

# Our DNA

## VALUES

Our values are the foundation of everything we do. At **VB Group**, we believe that people are what matter most.

## INNOVATION

We stay at the forefront of the industry by offering creative and innovative solutions that transform the sector.

## COLLABORATION

We foster a collaborative work environment recognizing the importance of synergies to achieve success.

## RESPONSIBILITY

We take responsibility for our impact on the environment and strive to make a positive contribution to society.

## FLEXIBILITY

We adapt swiftly and flexibly to the constant changes in the market.

## DETERMINATION

We are determined and solution-oriented, and we finish everything we start.



## EXCELLENCE

We pursue excellence in everything we do, ensuring the highest quality and customer satisfaction.

## COMMITMENT

We work with integrity and transparency, demonstrating a strong commitment to our customers, employees and partners.

## JUSTICE

We build fair relationships with everyone, never accepting counteroffers and always seeking mutual benefit.

## DIGITAL

We embrace a culture of transformation, using innovative technologies to improve the customer experience and optimize our processes.

## GLOBAL

We operate on a global scale, thinking big while providing personalized, local service.

# Our History

**VB Group** was founded in 2009 under the name Grupo Viajabien by brothers Jorge and Guillermo Espinós, with the goal of transforming the travel experience through an innovative and personalized approach. In 2023, the company reached a significant milestone by recording 110 million euros in sales and managing over 748,000 trips, thereby strengthening its position in the industry.

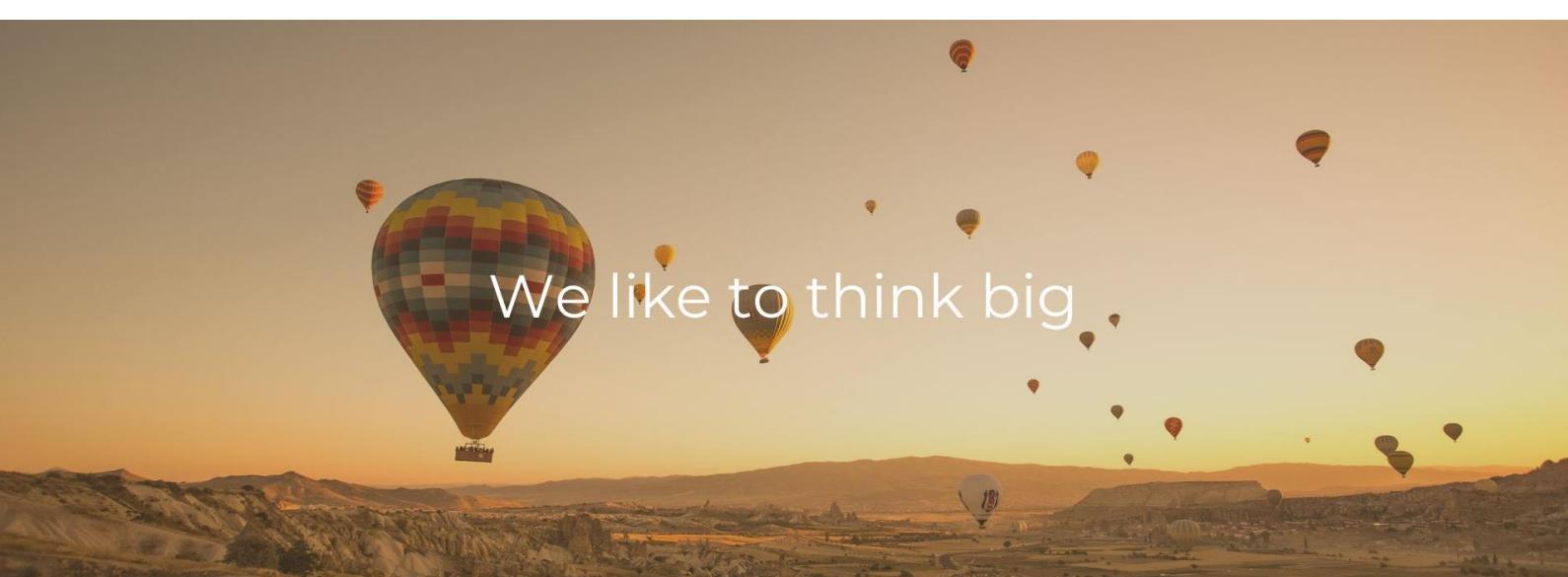
The year 2024 marked a new record in the company's history: under the **VB Group** brand, it achieved a historic turnover of 141 million euros, meaning a 30% increase over the previous year; and surpassed the one-million traveler mark for the first time.

In 2025, this continued effort was recognized at FITUR, where the company received multiple awards, including the "Top Sales 2024" prize in the "Independent Agency" category from Iryo, as well as the "Specialized Events Agency 2024" recognition from Meliá.

## BUSINESS MODEL

At **VB Group**, we specialize in corporate travel, which accounts for more than 60% of our total sales. We offer a wide range of services across different business lines within the tourism sector, operating under 16 well-established brands in the market.

We focus on delivering comprehensive and customized solutions to our clients, supported by technological innovation and a team of committed professionals.



We like to think big.

## GLOBAL REACH

**VB Group** has offices strategically located around the world, including Spain, Mexico (Mexico City, Querétaro, and Monterrey), and Switzerland (Baar, SwissSports).

Additionally, we have recently launched the VB Global Network initiative, designed to strengthen VB Group's international presence. Its goal is to operate in 26 key markets over the next 24 months, connect with local partners, and ensure consistent service across all of them, thereby covering 75% of the world's GDP.

With a team of 290 employees and an average age of 36, **VB Group** has positioned itself as a leading player in the industry known for its commitment to innovation, service excellence, and global mindset.



VB Group has offices in Alicante, Barcelona, Cáceres, Cádiz, Huelva, Gran Canaria, Madrid, Sevilla, Valencia and Vizcaya.

# Products and services



## **VB Corporate Travel**

360º management of corporate travel accounts (from flights, hotels, transfers to insurance and visas).

- With the latest technology (self-booking).
- 24/7 support.
- Customized reporting tailored to each client's needs.



## **Simmer**

Meaningful events driven by creativity.

- From incentive travel and meetings to team building and product launches



## **Alo Congress**

A Professional Congress Organizer (PCO).

- We manage registrations, venues, secretary duties, sponsorships, etc.
- Medical and scientific societies as core clients.



## **Alo Spain DMC**

**VB Group's Destination Management Company:** An inbound service focused on serving outbound agencies in other markets, especially Latin America, Turkey, Egypt, and Eastern Europe.

We provide local support for agency clients in Spain, including accommodation, transportation, activities, meals, and more.



## **Viajabien**

We provide local support for agency clients in Spain, including accommodation, transportation, activities, meals, and more.

This business line includes an online platform where travelers can book and purchase all services related to their trips.

# Products and services



## VB Sports

- Comprehensive travel management for sports clubs, federations, and teams, covering both day-to-day operations and attendance at international competitions.



## Tu viaje de grupo (*Your group trip*)

- Specialists in the planning and coordination of group travel for pre-university students (school groups and end-of-year trips).



## Warau Experience

- Specialized in organizing a wide range of travel experiences for young people.
- Destinations include the Caribbean, Colombia, Malta, the Mediterranean, and more.



## Railgo Experience

- A platform dedicated to selling Interrail travel packages. We digitize the entire booking process for groups of friends planning an Interrail trip.



## SwisSports

- The origin of VB Sports and its ticketing and hospitality division.
- Focused on both individual and corporate clients.



## Vibess

- Musical event production.
- Other services include brand activations, audiovisual content creation, and artist representation.

# Products and services



## Godwana Experiences

- On one hand, we strive to bring the world closer to people, and on the other hand, we offer a different way of traveling, adapted to every client.
- We also respond to the requests of the most demanding travelers.



## VB Play

- Comprehensive travel management for production companies in the TV, music, and film industries.
- A dedicated and highly flexible service designed to meet the specific needs of each client.



## VB Integra

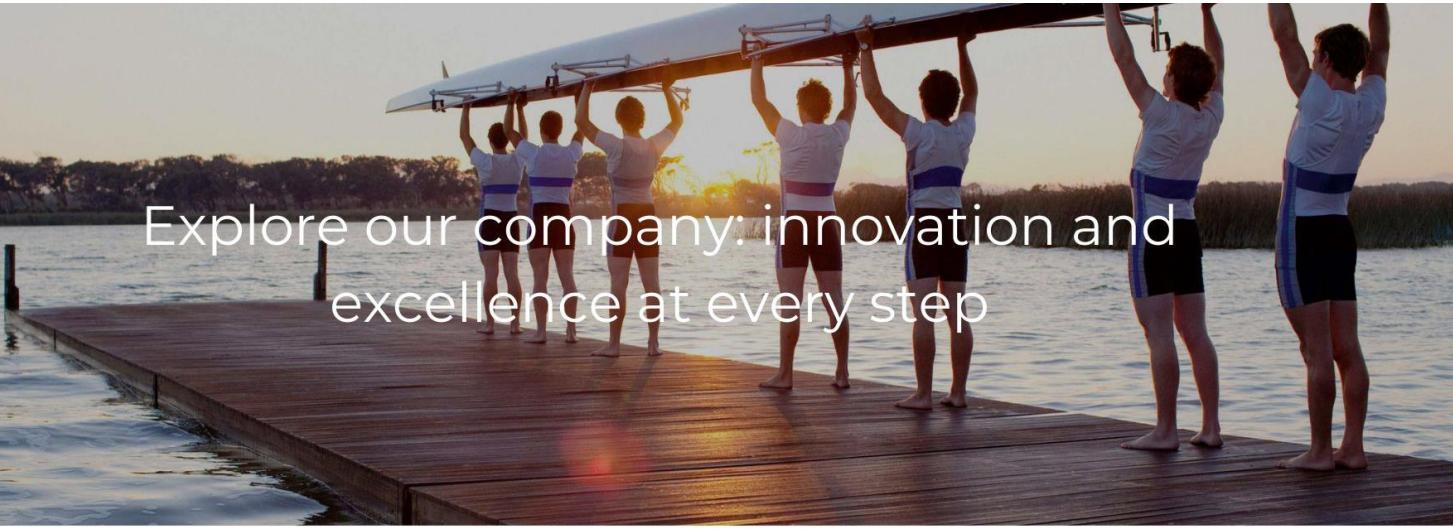
- Special Employment Center.
- We help companies comply with the Spanish General Disability Law (LGD) through the management of corporate travel, congresses, team-building events, and more.



## Formato A6

- Graphic solutions and full-service production.
- Complete process: graphic design, printing, coordination, and setup.
- Services include roll-ups, banners, photocalls, stage backdrops, merchandising, signage, and vehicle wraps.

Explore our company: innovation and excellence at every step



# Products and services



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## VB All In One

- VB Group's digital platform for the end-to-end management of corporate travel and events, centralizing all services in a single environment.

A photograph showing a group of people standing on a wooden dock by a body of water. They are holding up a long, white, curved object, possibly a surfboard or a large piece of equipment. The sun is setting in the background, creating a warm, golden glow. The water reflects the light.

Explora nuestra empresa: innovación y excelencia en cada paso

# Key Milestones

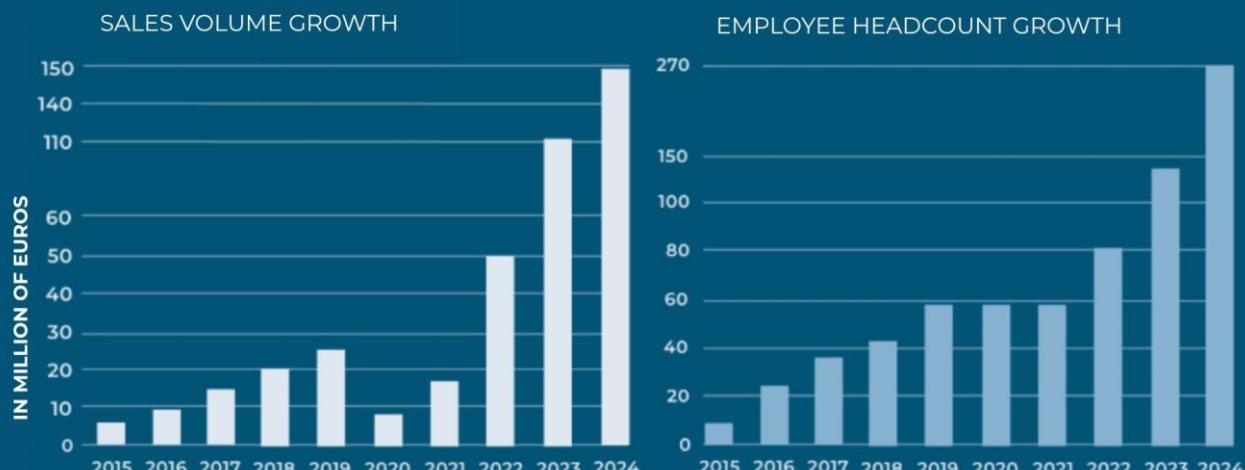
2025

- **Top Sales 2024:** Awarded by Iryo at the Iryo Red Awards in the "Independent Agency" category.
- **Specialized Events Agency 2024:** Granted by Meliá, recognizing VB Group's expertise in event organization.
- **Top Performer Business Travel 2024:** Recognition from RateHawk for outstanding performance in business travel management.
- **Travel Agent Night Awards:** Organized by Hosteltur, VB Group received a special recognition for its trajectory and commitment to innovation.

2024

**Breakthrough Agency Award:** Presented at FITUR 2024 by Renfe, honoring innovation and excellence in promoting destinations via the railway network.

## KEY FIGURES



### TURNOVER

110  
Millions of euros  
in 2023

141  
Millions of euros  
in 2024

198  
Millions of euros  
in 2025

# ESG

## Always focused on sustainability

At **VB Group**, we are fully committed to sustainability and the implementation of ESG (Environmental, Social, and Governance) policies. We adhere to strict international sustainability standards, such as ISO certifications, which reflect our operational efficiency and dedication to environmental and social responsibility.

**ISO Standards:** **VB Group** holds ISO 9001 and ISO 14001 certifications, demonstrating our commitment to quality and sustainability in process management.

**Process Digitalization:** We are committed to sustainability through the digitalization of processes such as VB All in One, optimizing management and reducing resource consumption. Specifically, VB All in One is the SaaS digital platform developed by VB Group for end-to-end management of corporate travel and events, centralizing all services in a single environment:

- Centralized access to all services through a single platform
- Time Optimization and cost reduction for clients
- Personalized and flexible solutions tailored to each client's needs
- Technological support with real-time management and reporting tools

**Route optimization:** We implement route optimization strategies to reduce our carbon footprint and minimize the environmental impact of our travel operations.

**Corporate Social Responsibility (CSR) Programs:** Through VB Integra, we promote inclusion and CSR initiatives by creating job opportunities for people with disabilities and fostering diversity and equality within the industry.

More information here: <https://vbtravelgroup.com/esg>

# Team

## Our organizational structure

The executive team at **VB Group** is made up of seasoned professionals with extensive experience in the tourism and corporate mobility sectors.



## Jorge Espinós

Co-Founder and general manager at **VB Group**



Jorge Espinós (Madrid, 1986) is the CEO and co-founder of **VB Group** since its establishment in 2009. Under his leadership, alongside his brother Guillermo, the company has grown from a small local travel agency into a global services group with over 270 employees, 13 offices, and annual revenues of 141 million euros. In addition to his role at **VB Group**, he is an investor and advisor in several companies across different industries. He is a board member of Grupo Iris, a tech company, and of the Travel Advisors Guild.

A trained economist, he speaks fluent English and French. He considers himself an entrepreneur by vocation and a strong advocate of the family business model. On a personal level, he is married and father of three children with a fourth one coming. A sports enthusiast, he regularly balances his professional life with physical activity.

## Guillermo Espinós

Co-Founder and executive director at **VB Group**



Guillermo Espinós (Madrid, 1990) is Executive Director and co-founder of **VB Group** since 2009. Together with his brother Jorge, he has led the transformation of a small local travel agency into a global services group with over 270 employees, 13 offices, and annual revenues of 141 million euros. A trained economist, he is fluent in English and Italian. He describes himself as an entrepreneur with an adventurous spirit, focused on exploring new markets and applying a strategic approach to process optimization and the use of technology to improve efficiency and productivity.

A passionate sportsman, he has played rugby at the national level, having represented the Spanish national team twice. He has also held various leadership roles in his club and the Spanish Rugby Federation. He is married and has two children.

## Mariano Zúñiga

### Chief Marketing and Communications Officer of VB Group

Mariano Zúñiga Roger (Madrid, 1980) is the Global Sales and Marketing Director at VB Group. Since joining the company, he has led the marketing and communication strategy with the aim of positioning VB Group as a benchmark in 360° solutions within the tourism, entertainment, and corporate mobility industries. Under his leadership, the company has continued its growth, reaching over 270 employees, 13 offices, and a turnover of €141 million.

An entrepreneur at heart, he founded Ediciones Digitales Siglo XXI, launching media outlets such as RRHH Digital, PadelSpain, Golfconfidencial, and El Diario del Bebé, among others. He has also created other specialized media platforms, including La Voz de los RRHH, El Periódico del Talento, Canal Bar, and Derecho News. Additionally, he is a member of the Advisory Board of DCH (International Organization of Human Capital Executives) and the creator of the El Salario Emocional Awards, now approaching their third edition. In parallel, he holds stakes in several companies related to human resources, healthcare, and the education sector. He holds a degree in Commercial Management and Marketing and an MBA. Mariano describes himself as curious, passionate about history, and deeply interested in human relationships. In his free time, he enjoys fishing and cooking.

## Nuria Jiménez

### Chief Operations & Business Travel Officer of VB Group

Nuria Jiménez (Madrid, 1989) is the Chief Operations and Business Travel Officer at **VB Group** and a member of the Executive Committee. With over 12 years at the company, she has built her career in corporate travel and large account operations. In 2023, she took on the challenge of leading the corporate travel department and overall operations, solidifying her strategic role within the group.

Her career began at Viajes El Corte Inglés, where she worked as a travel agent handling high-profile accounts such as Atlético de Madrid, L'Oréal, and the Ministry of Science and Innovation. After joining **VB Group**, she quickly rose through the ranks, becoming a team leader within four years. Nuria holds a diploma in Tourism with honors and speaks fluent English. Passionate about travel and new technologies, she is constantly driven to innovate and optimize service delivery. She embraces the challenges brought by new trends in the industry, always aiming to provide top-tier service to clients.

## Cristhian Aisa

### Country Manager of Mexico

Cristhian Aisa has served as Country Manager for Mexico since May 2024. With a solid track record in the corporate travel industry, he has led multidisciplinary teams and driven the growth and market positioning of global travel agencies in Mexico. In his current role, Cristhian leads the expansion and consolidation of **VB Group**'s services in Mexico, with a strong focus on corporate travel and MICE (Meetings, Incentives, Conferences, and Exhibitions). Under his leadership, the company has strengthened its local presence, including the recent opening of a new office in Monterrey, a clear reflection of VB Group's commitment to growth and customer service. Additionally, Cristhian has been instrumental in the formation of strategic alliances, such as the collaboration with Corporate Travel Management (CTM) Group, which **positions VB Group** as one of the leading TMCs in Mexico.

His strategic approach, grounded in quality, technology, and service, has been key to increasing client portfolios, sales volume, and customer satisfaction. With a passion for corporate travel, human relations, and international business, Cristhian plays a pivotal role in **VB Group**'s regional expansion.

## CONTACT

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