

## **Travelsify Raises EUR5 Million in New Funding Round and Launches Brand DNA AI Analytics for Hotels and Restaurants**

New York and Luxembourg (ots/PRNewswire) - New Funding Round, Led By AccorHotels, To Accelerate The Development Of Services

Leveraging Travelsify's Hotel DNA(TM) and Restaurant DNA(TM) AI Technology

Travelsify, the world's first Travel & Lifestyle Product DNA platform, today announced that it has closed EUR5 million in a new funding round, led by AccorHotels, with participation from existing investors. Founded in April 2016, the startup raised more than EUR8 million to date and created a unique AI-driven database of more than 1 million Hotel DNA(TM), Restaurant DNA(TM), and Vacation Rental DNA(TM) worldwide.

Travelsify will use the capital to help hospitality groups and booking platforms to foster cross-brand discovery and cross-product sales amongst their customer base. The company is also launching Travelsify Brand DNA AI Analytics as hospitality groups increase brand portfolio to meet the diversity in customer expectations.

"Travelsify is thrilled to have AccorHotels at our side in our mission to help the hospitality and travel industry close the gap between guest expectation and reality thanks to AI analytics," said Bruno Chauvat, CEO of Travelsify. "We are launching new services like Travelsify Hotel Brand DNA that serves not only the interest of hotel owners in choosing the right brand, but also hotel groups in managing brand equity thanks to leading indicators pinpointing brand advocates or detractors amongst their hotels. After several years of more or less successful personalization efforts, the industry is now ready to unlock hotel and restaurant experiences with rich product descriptors like Travelsify Hotel DNA and Restaurant DNA to delineate more relevant offers and power tomorrow's voice search, conversational commerce."

"Better matching and delighting guests with the right hotels is at the heart of AccorHotels' mission," said Ian Di Tullio, SVP Guest Services at AccorHotels. "Having access to data, not only guest preferences, but enriched product data with hotel experience

descriptors reflecting the guest nuances are key enablers for our strategy. Travelsify has developed a unique AI technology to connect hotels, restaurants, vacation rentals with the guest taste on a much deeper level than before. The number of AccorHotels services that could benefit from Travelsify Product DNA data is countless."

"AccorHotels is pursuing its transformation with an asset-light business model in which brands play a central role", said Steven Taylor, Global Chief Brand Officer at AccorHotels. "Managing a diverse portfolio of global brands requires insightful, objective and trustworthy customer data such as Travelsify Hotel DNA and Brand DNA analytics. I am delighted that AccorHotels is partnering with Travelsify to support our brand marketing teams place our customers at the heart of the organization and to make the right strategic and operational decisions."

#### About Travelsify

Travelsify, the world's first Travel & Lifestyle Product DNA platform, creates unique Hotel DNA(TM), Restaurant DNA(TM), and Vacation Rental DNA(TM) AI analytics to help brands and distributors differentiate and better monetize their products. The company delivers its exclusive suite of Travel Product DNA data to hotel groups, hotel investors, online booking platforms, technology providers, and targeted advertising platforms. Travelsify Product DNA is platform and software agnostic. Travelsify is based in Luxembourg (Europe) and New York (USA). For more information, visit [www.travelsify.com](http://www.travelsify.com).

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