

# RateGain Travel Technologies Limited

(Formally Known as RateGain Travel Technologies Pvt. Ltd.)



**RateGain®**  
A GREAT PLACE  
TO WORK EVERYDAY

**March 28, 2024**

**To,**

**National Stock Exchange of India Limited**  
(NSE: RATEGAIN)

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on 'RateGain's Adara to help DMOs track ROI accurately with the help of visitor spending data'**

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on 'RateGain's Adara to help DMOs track ROI accurately with the help of visitor spending data'.

Please take the above information on record.

Thanking you.

Yours faithfully,

For RateGain Travel Technologies Limited

  
**(Thomas F. Joshi)**  
**Vice President - Legal & Company Secretary**  
**Memb. No.: F9839**

**RateGain®**

## RateGain's Adara to help DMOs track ROI accurately with the help of visitor spending data

**Noida, 28<sup>th</sup> March 2024:** RateGain Travel Technologies Limited (RateGain), a global provider of AI solutions for travel and hospitality today announced an upgrade to Adara's Destination Expenditure Reports, which are used by leading tourism boards and Destination Marketing Organizations (DMOs) across the world to understand spending patterns of visitors at the destination.

With this new enhancement, DMOs will be able to track spending patterns for visitors from over 25 origin markets, as well as the top 25 merchants within that destination, giving them a more granular view of what visitors love to spend at their destination.

Adara is the only player in the destination marketing space that offers anonymized expenditure analyses for visitors and co-relates it to the destination's digital advertisement efforts.

By gaining visibility into visitor spending volume tied to marketing efforts, a DMO can measure how effective its marketing has been, along with understanding visitor preferences and measuring the economic impact of tourism as a whole.

The reports' measurement capabilities allow destinations to see credit card spending across advertising partners they are working with and track spending patterns across multiple categories like restaurants, bars, gas stations, attractions, and more for 195 million Individuals and 40 million households in the United States alone.

Commenting on this update, Jay Wardle, President, Adara said, "Destination marketers have historically had limited visibility into the conversions generated through their digital media. We are thrilled to be able to offer these bespoke solutions to tourism marketing organizations around the globe. The insights offered through these reports will help destination marketers make more informed decisions on their marketing spend for years to come."

To learn more about Adara's Destination Expenditure Reports, connect with us at <https://adara.com/solutions/destination-expenditure-reports/>

### About Adara

Adara, a RateGain company, is one of the world's largest data exchange platforms, providing access to ethically sourced customer data. With 270+ global partners who supply aggregated real-time traveler data, we deliver actionable insights and predictive intelligence to drive better marketing ROI. Built on the world's richest travel data co-op, Adara helps brands win in the fast-paced digital economy with 4 billion searches and over 23 billion data elements across 100+ countries. For more information, please visit [www.adara.com](http://www.adara.com).

## About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business.

Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 4 of the Top 5 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit [www.rategain.com](http://www.rategain.com).

## Forward-Looking Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential, and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

## Media Contact

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Global Head-Marketing