

Sojern Convenes European Destination Leaders in Athens for Second Annual Destinations Advisory Board

ATHENS, Greece – October 8, 2026 – RateGain Travel Technologies Limited (BSE: 543417, NSE: RATEGAIN), a global leader in AI-powered SaaS solutions for the travel and hospitality industry, today announced that its subsidiary, Sojern, has convened its second annual European Destinations Advisory Board in Athens, bringing together senior marketing leaders from destinations across Europe to discuss the trends shaping the region's tourism industry.

The meeting comes at a pivotal moment for European tourism. Record-breaking heatwaves this summer pushed traveler demand toward shoulder seasons and cooler northern destinations, while escalating conflict in the Middle East redirected international flight demand toward Europe as travelers sought safer, more stable routes. Against this backdrop, Sojern's unification with Adara under RateGain arrives as destinations need sharper, faster insight into shifting behavior—reinforced by Sojern's State of Destination Marketing 2026 report, which found measuring economic impact is now DMOs' top strategic priority.

"This board meeting is one of the most valuable gatherings we do all year—it's a room full of the people shaping destination marketing across Europe, guiding us on what's working, what isn't, and where we need to go next," said **Sylvia Weiler, President and General Manager, Global Destinations, at Sojern**. "As we bring Sojern and Adara's data and insights together, having that kind of direct line to our customers matters more than ever. This group has already shaped real changes to our roadmap, and I'm excited to see where their guidance takes us this year."

With the participation of the Greek National Tourism Organisation (GNTO), Sojern is pleased to welcome the newest members to its 2026 European Destinations Advisory Board:

- Abigail Sigüenza, Strategic Marketing Director, Madrid Destino
- Victor Goitia, Marketing Director, Costa Brava Girona Tourism Board
- Chris McDonald, Partnership Marketing Campaigns Lead, VisitScotland

New board members will join returning members from the board's inaugural year, including:

- Hervé Le Feuvre, Head of Marketing, Atout France
- Emma Gordon, Senior Marketing Manager, Marketing Manchester
- Stefano Taddio, Head of Digital and CRM, PromoTurismoFVG
- Miguel Gallego, Head of Marketing & Communications, European Travel Commission (ETC)
- Cormac O'Suilleabhain, Brand Partnership Manager, Tourism Ireland
- Costanza Giovannini, Project Leader, Visit Tuscany
- Eleni Mitraki, Director for Tourism Promotion, The Greek National Tourism Organisation (GNTO)
- Jana Štumpová Konicarová, Director of Marketing & Foreign Offices, Czech Tourism

"As Greece welcomes destination leaders from across Europe to Athens, it's a privilege to host a conversation about where our industry is headed," said **Eleni Mitraki, Director for Tourism Promotion, GNTO**. "For national tourism organisations like ours, success isn't just about growing visitor numbers, it's about understanding the true impact of our marketing and using that insight to build the right kind of long-term sustainable tourism. Sojerns' Advisory Board gives us a rare space to share those challenges directly with a partner helping to shape the marketing technology behind those solutions."

Discussions during the meeting focused on the combined strength of Sojern and Adara following the RateGain acquisition, the next evolution of Sojern's Economic Impact Report (EIR)—which helps destinations measure and demonstrate the return on their marketing investment—and the growing role of

AI in destination marketing and partnerships—building on the momentum of the board's [inaugural year](#) in Paris.

By fostering collaboration and knowledge sharing among destination leaders, the Advisory Board helps inform broader industry conversations and ensures Sojern's solutions continue to evolve in line with the needs of European destinations.

To learn more about how Sojern collaborates with destination marketers, please visit: www.sojern.com/destinations

About Sojern

Sojern is the leading AI-powered travel platform built for hospitality, designed to boost growth and profitability for the travel industry. The Sojern marketing platform is a set of easy-to-use software and services that delivers unrivaled traveler insight, intelligent audiences, multichannel activation and optimization, and a connected guest experience—all in one place. More than 13,000 travel marketers rely on our platform annually to find, attract, convert and engage travelers. Sojern, founded in 2007 and acquired by RateGain in 2025, is headquartered in San Francisco, California, with teams in the Americas, Europe, Middle East and Africa, and Asia Pacific.

About RateGain Travel Technologies Limited

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality, working with 14,000+ customers and 700+ partners across 160+ countries. RateGain helps travel and hospitality businesses accelerate revenue generation through acquisition, retention, and wallet share expansion.

Today, RateGain is one of the world's largest processors of electronic transactions, price points, and travel intent data, enabling revenue management, distribution, and marketing teams across hotels, airlines, destination marketing organizations, online travel agents, metasearch companies, package providers, car rentals, travel management companies, cruises, and ferries to drive better business outcomes.

Founded in 2004 and headquartered in India, RateGain works with 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rental companies, and all leading DMOs, OTAs, and metasearch platforms, including 25 Global Fortune 500 companies, unlocking new revenue every day. For more information, please visit www.rategain.com

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