

February 18, 2026

To,
National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain Highlights Findings from Sojern’s 2026 State of Destination Marketing Report: Measuring Economic Impact Ranks as DMOs’ Top Priority Amid AI Disruption”

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 Highlights Findings from Sojern’s 2026 State of Destination Marketing Report: Measuring Economic Impact Ranks as DMOs’ Top Priority Amid AI Disruption*”

Please take the above information on record.

Thanking you.

Yours faithfully,
For RateGain Travel Technologies Limited

Mukesh Kumar
General Counsel,
Company Secretary & Compliance Officer
Membership No.: A17925

RateGain Highlights Findings from Sojern's 2026 State of Destination Marketing Report: Measuring Economic Impact Ranks as DMOS' Top Priority Amid AI Disruption

India, 18th February 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader in AI-powered SaaS solutions for the travel and hospitality industry, today announced that Sojern, its recently acquired digital marketing platform built for hospitality, has launched the "[State of Destination Marketing 2026](#)" Report. The report examines how destination marketing organizations (DMOs) are navigating economic pressure, rising performance expectations, and accelerating AI-driven change across the travel industry.

Based on insights from more than 350 DMOs worldwide, the report finds that the ability to measure economic impact ranks as the top strategic priority in this year's survey, ahead of metrics such as visitation and engagement, as destination marketers face growing scrutiny to demonstrate tangible return on investment. The findings point to a broader shift toward performance-led marketing, with accountability and measurable outcomes increasingly central to destination strategy.

"Destination marketers are under more pressure than ever to show measurable impact," said **Mark Rabe, CEO of Sojern**. "This year's report shows how DMOs are rising to that challenge—rethinking success metrics, investing more intentionally, and adapting their strategies to stay visible as AI reshapes discovery. At Sojern, we're proud to support destinations globally as they navigate this moment of change with confidence and clarity."

From Visibility to Value: Performance Takes Center Stage

The ability to measure economic impact ranks above traditional measures such as visitation and engagement in DMOs strategic priorities. As budgets tighten, the question facing marketers has become more direct: *Is this driving the business forward?*

Globally, conversion and ROI metrics (72%), economic impact data (72%) and customer engagement data (41%) are now the most important proof points for stakeholders. In North America, 79% of DMOs prioritize hotel room nights and direct revenue over brand awareness. In Europe, where longer-term brand building still matters for 51% of DMOs, performance nevertheless comes first amid growing financial uncertainty, with 31% of DMOs saying their funding is at risk. In the Middle East, Asia, and Africa (AMEA), 88% of DMOs say conversion is the most important metric.

The Funnel Isn't Linear, and Strategy Isn't Either

DMOs are evenly split between stage-specific (47%) and full-funnel (47%) campaign strategies, but priorities vary by region. In North America, performance dominates: 51% of DMOs focus primarily on mid-and lower-funnel activity, with 31% now citing conversions as their main goal, up from 15% last year. Globally, focus on awareness has dropped sharply, from 59% in 2025 to 25% in 2026, raising questions about the long-term impact of underinvesting in brand visibility.

AI Is Changing Discovery—And DMOS Are Responding

AI is no longer a future concern. More than half of DMOs (51%) say they are concerned or actively preparing for AI-driven search disruption, and 31% expect their website to become a "source of truth" for AI-generated answers.

Adoption is accelerating. Two-thirds of DMOs (66%) now use AI to support content creation, while use of AI for data analysis and insights jumped from 28% to 51% in just one year. Still, maturity remains uneven: 16% say they are not using AI at all.

Personalization, Data, and the Resource Gap

Despite growing intent, personalization progress has stalled. Only 9% of DMOs describe their advertising as “advanced,” while the share reporting only basic personalization rose from 14% to 22% year over year.

Data is widely trusted but underutilized. DMOs say it delivers the most value during planning (45%), and post-campaign reporting (44%), yet just 7% say it plays the most valuable role during live campaign execution. Demographic data (74%) remains the dominant targeting input globally, while Europe leans more heavily into audience and foot traffic data. AMEA leads in more advanced tactics, with 78% using behavioral and destination insights and 56% using psychographic data to personalize at scale.

Channels Reset, Not Replaced

Paid social remains the most widely used digital channel, with 88% of DMOs investing globally. Instagram and Facebook continue to anchor social strategies (97% and 90% adoption, respectively), while YouTube usage has grown to 55%, reflecting its role across inspiration and consideration.

Channel strategies are becoming more selective. Display advertising usage fell from 75% in 2025 to 45% in 2026, while TikTok adoption declined from 49% to 28%, signaling a sharper focus on channels that more clearly support performance. While fewer teams now prioritize Connected TV (CTV) as a primary channel, 58% of DMOs still say CTV is somewhat to critically important within their overall media mix.

Why Co-Op Still Matters

Co-op marketing remains a critical lever. Eighty percent of DMOs run co-op campaigns, primarily to reach wider audiences (70%), increase total investment (64%), and share costs (63%). However, complexity remains a barrier, with 27% of DMOs citing partner management as too difficult for lean teams.

This year’s report was produced in partnership with [Dynata](#) and supported by [Brand USA](#), the [U.S. Travel Association](#), [Destinations International](#), [Destination Canada](#), the [European Travel Commission](#), [City DNA](#), the [Caribbean Tourism Organization](#) and the [Pacific Asia Travel Association \(PATA\)](#).

To view the full findings and survey methodology, download the “State of Destination Marketing 2026” report [here](#).

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 13,000+ customers and 700+ partners in 160+ 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 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rentals, and all leading OTAs and metasearch websites, including 25 Global Fortune 500 companies, in unlocking new revenue every day.

About Sojern

[Sojern](#) is the leading AI-powered marketing 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 10,000 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 Dynata

Dynata is one of the world's largest first-party data companies, specializing in providing accurate, permission-based data collected directly from consumers and business professionals. With a global reach of over 70 million individuals, Dynata helps companies gather insights to drive better decision-making across advertising, marketing, and research. Their services include online sampling, data enrichment, audience targeting, and campaign measurement—enabling clients to understand and connect with their audiences in meaningful ways.

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