

May 29, 2026

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

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain Launches The APMEA Direct Booking Friction Report 2026; Warns AI Search Could Push Hotel Websites Out of the Booking Journey”

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 Launches The APMEA Direct Booking Friction Report 2026; Warns AI Search Could Push Hotel Websites Out of the Booking Journey”

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 Launches The APMEA Direct Booking Friction Report 2026; Warns AI Search Could Push Hotel Websites Out of the Booking Journey

India, 29th May 2026: RateGain Travel Technologies Limited ((BSE: 543417, NSE: RATEGAIN), a global leader in AI-powered SaaS solutions for the travel and hospitality industry, today released The Direct Booking Friction Report 2026, a first-of-its-kind audit revealing that hotels across APMEA are not losing direct revenue to poor demand or weak pricing. They are losing it to friction inside their own digital experience.

The report maps, for the first time, exactly where and why hotels across APMEA are losing direct bookings before a guest ever reaches checkout, uncovering friction across visibility, pricing, booking experience, and guest trust. The findings also reveal sharp regional differences in digital maturity, pricing discipline, and booking experience readiness across APMEA markets.

What the Audit Found

- **Before the journey begins:** Visibility: 42% of hotels don't appear on Page 1 for unbranded search queries. Nearly half the market is invisible to high-intent travelers before consideration even starts.
- **At the comparison stage:** Reputation and rates: 63% of properties list higher rates on their own website than on OTAs, actively losing guests to third-party platforms on price.
- **At the booking stage:** Speed and experience: 72% of hotel websites fail the 3-second load benchmark. Average mobile load times reach 4.1 seconds. When a guest does persist, they face an average of 4 clicks to confirm a reservation against a global benchmark of 3. Every additional second and every additional click is a door left open for abandonment.
- **At the commitment stage:** Trust and transparency: 44% of hotels withhold taxes and fees until the final payment screen, the single largest checkout abandonment trigger in the study. And 1 in 3 properties expose guests to a URL or domain disconnect between their website and booking engine, introducing security anxiety at the precise moment trust is most fragile.

“The findings of this report highlight a growing gap between where guests are actually being lost. The direct booking journey has become too fragmented across search, pricing, booking engine, and guest experience, while travelers increasingly expect a seamless experience across every touchpoint. What makes this moment urgent is that AI search is changing the rules of visibility faster than most hotels realize. Brands moving to unified platforms to fix these systematic gaps are already seeing up to 5X growth in direct revenue within 90 days, while hotels operating disconnected systems risk becoming invisible before the booking journey even begins,” **said Ashish Sikka, Business Head - UNO Platforms, RateGain.**

The report also found significant regional variation across APMEA markets. Singapore and Thailand set the regional benchmark with average load times of 2.9 seconds and the strongest direct price parity discipline. The Maldives recorded the highest friction scores across speed, OTA bundle dominance, and pricing opacity.

The Direct Booking Friction Report 2026 is available for free download at <https://uno.rategain.com/direct-booking-friction-report-apmea-2026/>. Benchmark your property against other hotels and identify which friction points are costing you the most.

Report Methodology

The Direct Booking Friction Report 2026 evaluated booking journeys across **65 hotel properties** in India, the Middle East, Southeast Asia, and the Maldives, analyzing visibility, pricing parity, website performance, booking flow efficiency, and checkout transparency benchmarks across the direct booking journey.

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality, working with 13,000+ 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.

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