

Vibe Press Release Overview

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Partner:

Mize

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Headline:

Vibe and Mize: The Dynamic Partnership Transforming Online Booking with AI-driven Fintech solutions

Content:

We are excited to announce a powerful new partnership between industry-leading OBT Vibe and Mize, a global leader in fintech-based travel solutions. This collaboration will introduce advanced AI-powered fintech tools to the Vibe platform, designed to enhance both leisure and corporate travel experiences. Together, we aim to bring faster, smarter, and more profitable solutions to Vibe's users, elevating the standard of travel technology.

With Vibe already known for its versatility and innovation in the travel industry, the integration of Mize's fintech suite enhances our platform's ability to serve a diverse range of customers. Mize's AI-driven solutions are renowned for boosting travel companies' profitability and efficiency by up to 40%, streamlining the booking process, and delivering a superior customer experience.

Martin Eade, Vibes CCO said about the partnership. "With Mize, we're introducing something totally fresh to the Vibe platform. Bringing AI, machine learning-driven tools that give our clients the edge where it matters most: their bottom line. It's all about smarter bookings, better deals, and improving profitability. Together we'll take things to a whole new level, and we're excited to see how much further our clients can go with these powerful fintech solutions in their hands."

Mize has already demonstrated its ability to revolutionise travel tech, with over 3.2 million bookings optimised and \$2.4 billion worth of bookings enhanced, generating an additional \$256 million in profit for its users. Now, these benefits are being brought to the Vibe platform, enabling users to maximise profitability and efficiency across both leisure and corporate travel sectors.

The Mize Fintech Optimization Suite offers features that will significantly enhance Vibe's online booking platform. These include AI-powered tools designed to improve operational efficiency and increase margins, all while providing travellers with access to the best deals. The first to make its way onto the Vibe platform is Hotelfare Optimization. This feature reduces post-booking costs by automatically adjusting for hotel price fluctuations, ensuring travellers get the best rates for travel businesses to maximise their profits.

This partnership marks a significant step forward for both Vibe and Mize as we combine AI-driven fintech solutions with Vibe's flexible, unified booking platform. Our users—whether managing leisure or corporate travel—will now have the tools they need to offer superior traveller experiences, unlock new revenue streams, and optimise their operations.



Speaking about the partnership, Mize said: “We’re thrilled to join forces with Vibe and bring Mize’s cutting-edge AI-driven fintech solutions to their advanced platform. This partnership is about enhancing operational efficiency, driving profitability, and delivering superior experiences for both leisure and corporate travel clients. Together, we’re setting a new standard for the travel industry.”

And this is only the beginning. Vibe and Mize are dedicated to raising the standard for online booking platforms and shaping the future of travel technology. Stay tuned for even more groundbreaking innovations!