

NUSTAY

Nustay enters agreements with new B2B hotel suppliers and increases the number of available hotels with exclusive contracts

Today, Nustay A/S (“Nustay”) announces that the company has entered into new agreements with three new Business-to-Business (B2B) hotel suppliers. The agreements will enable all hotels available through each hotel supplier to be available on Nustay’s website for bookings. The hotel suppliers includes specialists for the markets in the US, Latin America and the Middle East and thus these new agreements will further strengthen Nustay’s position as a booking site for hotel rooms on key markets globally. All agreements were signed in April 2019 and are ongoing until further notice.

Presentation of each new B2B hotel supplier:

- **Avra Travel** – has approx. 1,500 hotels across 23 destinations in Greece. Avra Travel has exclusive deals and rates not offered to any other providers on the Greek market. The agreement with Avra Travel will boost Nustay’s competitiveness in Greece which is one of Europe’s top summer destinations.
- **Darina Holidays** – has approx. 580 hotels available, Darina Holidays has positioned itself today as one of the leading DMC’s in UAE.
- **Bonotel Exclusive Travel** – has 4,398 directly contracted hotels in the US (including Hawaii), Canada, the Caribbean, Peru, Columbia, Bermuda and Panama. Bonotel is an exclusive and highly selective B2B provider that has extensive direct relationships with core destinations for US travellers. Bonotel has a particular presence among popular casino hotels in Las Vegas.

CEO Mathias Lundoe Nielsen comments:

“It is very pleasing to announce the new agreements with these niche key B2B hotel suppliers. The agreements brings two particular strengths with them, apart from increasing the number of hotels available with exclusive contract on our website. Firstly, they will enable us to increase our presence on key markets with particularly strong consumers such as the US and the Middle East. Secondly, the summer holidays are fast approaching and one of the new suppliers have a strong presence on popular summer destinations such as the Mediterranean. In combination, I believe that these new agreements will bring a boost to Nustay’s market presence and sales.”