

## **Mermaid Beach Resort integrates Gustav's service solutions into operations**

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- A Monitor Report

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Cox's Bazar : Mermaid Beach Resort signed a Memorandum of Understanding with Gustav recently.

The partnership aims to integrate Gustav's innovative service solutions into Mermaid's eco-luxury operations, enhancing guest engagement and operational efficiency over the coming year.

The collaboration marks a significant step toward digitizing the hospitality landscape in Cox's Bazar and across Bangladesh, said a release.

Gazi Imad Uddin Mahmud, CFO of Mermaid Eco Tourism Limited; Rana Karmakar, General Manager of Mermaid Beach Resort; Stefano Murdaca, Head of Finance; and Mohammad Ekram, CTO of Gustav, attended the signing ceremony alongside representatives from both organizations.

Gustav is a premium all-in-one digital solution for the hospitality industry, designed to enable seamless operations for hotels and resorts.

Built to adapt, it is tailored to the unique needs of each business, while addressing the evolving demands of modern hospitality.

The comprehensive suite of digital tools enhances guest experiences, improves operational efficiency, and supports sustainable revenue growth.

Engineered for personalization and scalability, Gustav seamlessly adapts to hotels and resorts of any size, efficiently supporting both single-property and multi-property operations.

Mermaid Beach Resort features private, direct access to a secluded beach and is famous for its natural aesthetic, offering beach bungalows, suites, and villas with amenities like private balconies, hammocks, in-room jaccuzis.