

b0arding.com, next gen hotel booking platform officially launched

- A Monitor Desk Report

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The logo for b0arding.com, featuring the word "b0arding" in white lowercase letters on a black rounded rectangular background. The logo is centered between two vertical grey bars.

Dhaka: b0arding.com, the next generation hotel and vacation rental booking platform in the US, announced its official launch on June 19.

At a ceremony, the new booking platform announced it added 2,000,000 hotels and vacation rental listings to the company's global portfolio during the first four months of 2024.

The new listings, with a total of over 3,000,000 rooms, include well known chains like Marriott, Accor, IHG, Hyatt, Hilton, MGM, Omni, Best Western and Radisson, among others.

Speaking on the occasion, Victor Nikonets CEO, b0arding.com said, "b0arding.com's progress in 2023 shows our success in capturing the attention of the Generation Z demographic and meeting their demands."

"Enabling content through travel and tech leaders Amadeus and

Booking.com is invaluable in enhancing our process, and we look forward to rapid growth in the coming months,” Nikonets added.

Earlier, in 2023, b0arding.com made a soft launch in the US as a booking platform for vacation rentals with a built-in loyalty programme.

Since then, the company has seen significant growth and partnered with Property Management Software companies like Guesty and Hostfully, said a release.

b0arding.com’s new portfolio of hotels offers operators an ability to service young travelers by utilising its loyalty programme model.

The company’s continued growth, GenerationZ centric approach, market availability and accessibility to video reviews makes it a compelling choice for young travellers, concluded the release.

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