RateGain and Arpón Enterprise Forge Strategic Partnership to Redefine Hotel Technology with Integrated PMS and Channel Manager Solution

Noida, 24 October 2025: RateGain Travel Technologies Limited (RateGain), a leading provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced a strategic partnership with Arpón Enterprise, a leading provider of hotel management solutions. This collaboration unites RateGain's UNO Channel Manager with ArpónWin Surfing® PMS, creating a powerful, all-in-one platform designed to maximize revenue and streamline operations for hotels in a competitive market.

The integrated solution brings together operational and commercial functions, bridging the gap between property management, distribution, and pricing, to help hotels automate decisions, ensure price parity, and drive higher profitability in real time.

The partnership is already demonstrating significant success, with the Hotel Luure CDMX serving as a flagship case study. The hotel was seeking to optimize its pricing and distribution strategy to increase revenue, requiring a solution that offered seamless multi-channel automation, advanced analytics, and scalability.

"By integrating UNO Channel Manager by RateGain with our ArpónWin Surfing® PMS, we are providing hoteliers with an unparalleled competitive edge," **said a spokesperson for Arpón Enterprise.** "This partnership is about more than just technological integration; it's about creating a seamless ecosystem where data-driven decisions lead to tangible revenue growth and operational excellence."

Key benefits of the integrated Arpón-RateGain solution include:

- Maximized Direct Bookings: A potential to increase profitable direct reservations by up to 20% through a more efficient and integrated booking engine.
- Advanced Rate Intelligence: Leverages real-time market data for strategic pricing decisions, ensuring hotels remain competitive.
- Seamless Multi-Channel Automation: Synchronizes availability and rates instantly across all Online Travel Agencies (OTAs) and the hotel's direct website, preventing overbookings and rate parity issues.
- Centralized & Scalable Control: An intuitive and fully auditable platform that provides a single source of truth for hotel operations, ideal for both individual properties and multi-property groups.

"At RateGain, our mission is to help every hotel unlock revenue potential through smarter, connected technology", **added Ashish Sikka, SVP and Business Head-UNO, RateGain**. "Our partnership with Arpón Enterprise allows us to extend the reach of our distribution leadership, combining UNO, the only channel manager recognized by the four largest OTAs globally, with a robust and agile PMS. This directly translates to increased revenue and simplified operations for our mutual clients."

Hoteliers interested in learning more about the integrated solution are invited to contact the partners for a personalized consultation.

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About Arpón Enterprise:

Arpón Enterprise provides comprehensive technology solutions for the hospitality industry, including its powerful ArpónWin Surfing® PMS. The company is dedicated to delivering innovative, scalable, and user-friendly software that helps hotels of all sizes optimize their operations, enhance guest experiences, and increase profitability.

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About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data, helping revenue management, distribution, and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises, and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals including 15 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit www.rategain.com.

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