

**FOR IMMEDIATE RELEASE**

## Mize joins ECTAA Travel Industry Partner Programme

Brussels, 4 April 2024. ECTAA is pleased to announce the addition of Mize to its Travel Industry Partner Program. This new partnership marks a significant milestone in ECTAA's mission to foster collaboration and innovation within the travel sector.

Mize, known for its innovative solutions and commitment to enhancing customer experiences, brings its knowledge and technological expertise to the program. As a Travel Industry Partner, Mize will play an important role in shaping the future of travel by sharing insights, participating in strategic discussions, and contributing to the development of initiatives aimed at driving the industry forward.

"We are excited to welcome Mize into the ECTAA Travel Industry Partner Programme," said Eric Drésin, Secretary-General of ECTAA. The partnership between ECTAA and Mize will kick off with a series of collaborative efforts, including participation in ECTAA's upcoming events. These initiatives will provide a platform for Mize to showcase its solutions and share best practices with other industry leaders.

"The collaboration with ECTAA offers a very good opportunity for Mize to leverage our technological expertise and innovative solutions in support of the travel industry's growth and evolution," said Marc Truyols, Regional Sales Director EMEA at Mize. "We are committed to enhancing customer experiences and believe that this partnership will enable us to share valuable insights and contribute significantly to the industry's advancement."

The ECTAA Travel Industry Partner Programme for professionals in the travel industry aims to endorse a new approach to communication in the field and promote excellence and innovation in the travel sector. By bringing together a diverse group of partners, ECTAA aims to facilitate knowledge exchange, foster collaboration, and drive positive change in the industry.

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### **About Mize**

Mize is a technology company that originated from a realisation about the dynamic nature of hotel rates, likened to fluctuations in the stock market. Utilising data-driven technology, the company entered the hotel bookings market with innovative solutions, capitalising on market dynamics to generate new revenues.

Initially focusing on price optimization, Mize has since expanded its offerings to encompass fintech products for clients throughout the booking cycle. Collaborating with over 200 partners worldwide, Mize remains committed to shaping the future of travel through innovation and growth, continuously expanding its product suite and partnerships.

### **About ECTAA**

ECTAA represents the interests of 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers. For media inquiries, please contact Eric Drésin, Secretary General, [edresin@ectaa.eu](mailto:edresin@ectaa.eu)