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Schmetterling partners with oneWORLD to launch state of the art hotel booking platform

Schmetterling, the largest independent and owner managed travel agency and sales organization in Europe, partners with oneWORLD, a division of Snowstorm Technologies UK Ltd., to launch a cutting-edge hotel booking platform across Europe.

Schmetterling has long been known as a technology leader in the travel sector and provides a full turnkey technology solution to their 4,000 + agencies across 29 countries in Europe to enable their network to thrive in the marketplace.

The breakthrough hotel platform has been a cumulative effort by both organizations to create a new interface that will allow travel consultants to better perform detailed searches and seamlessly provide relevant options to their customers incorporating both prepaid and postpaid content. The platform is translated in local languages and priced in local currencies to 1.5 million properties across the globe. The content includes directly contracted hotels from its own hotel program - Above and Beyond.

Ömer Karaca, CEO of Schmetterling International, said: "We couldn't be happier with the platform we have created together which we believe is revolutionizing the market. It's fantastic that we can offer such an intuitive platform and make it available across our network. Additional products for travel agencies mean more sales and higher revenue."

Riaz Pisani, Founder and CEO of oneWORLD, commented: "I am proud and honored to have worked with Schmetterling to deliver such an exceptional platform for travel agents across the globe to maximize their earnings and deliver value to their customers."

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Note to Editors:

Schmetterling International is the largest, independent and owner-managed tourism distribution company in Germany and Europe. As a full-service provider for travel agencies, Schmetterling unites the entire world of tourism under one roof: tourism, technology, fulfillment, insurance brokers and group travel. Schmetterling International GmbH & Co. KG employs around 300 highly qualified staff in Geschwand near Nuremberg and has outperformed the competition for over ten years. Schmetterling is a family business and was founded in 1968 by Willi Müller. Daughter Anya Müller-Eckert is the 2nd generation to run the company. Ömer Karaca was appointed to the management board in January 2022. www.schmetterling.de

oneWORLD - a division of Snowstorm Technologies (UK) Ltd. allows Travel Agencies, both Leisure and Corporate to compete, grow, pivot to stay relevant, and drive improved sales and profits utilizing a fully integrated travel retailing solution. Our disruptive platform consists of numerous technology components that have been built by travel professionals from around the world to fit the needs of the new travel landscape. www.snowstormtech.com

For further information, please contact