



Sonder Holdings Inc. Launches Dedicated Chain Code SS for the Global Distribution Systems and Expands Reach into Corporate Travel

September 7, 2022

Tech-enabled, global hospitality company strengthens position on Global Distribution System and grew corporate travel accounts by nearly 60% in Q2 2022

SAN FRANCISCO – September 7, 2022 – Sonder Holdings Inc. (NASDAQ: SOND), a leading next-generation hospitality company that is redefining the guest experience through technology and design, has strengthened its presence on the Global Distribution System (GDS) by recently introducing its own dedicated chain code, SS. This makes it faster and easier for agents to search for Sonder availability on Sabre and Amadeus, two of the industry leading travel reservation systems.

To achieve this, Sonder has partnered with RateGain Travel Technologies Limited, to deploy their Connectivity Switch platform, the single largest global processor of electronic hotel transactions.

“Partnering with Sonder will give their inventory the broadest exposure to all distribution channels, including the top GDS platforms, at a time when demand for corporate travel is rebounding, and business travelers are seeking new accommodation options which break the mold of a traditional hotel,” said Chinmai Sharma, President – Americas at RateGain.

In addition, Sonder grew corporate travel accounts to nearly 400 in Q2 2022, up from 250 the previous quarter, and essentially quadrupled them during the first half of 2022.

Sonder offers both hotel and apartment style properties in over 40 markets worldwide, including top business destinations like New York City, London, Dubai, Paris, Toronto, and Philadelphia. For business travelers, digital nomads, and groups booking long-term stays, many of Sonder’s spaces provide a comfortable place to spread out and work remotely, with fully-equipped kitchens, living rooms, multiple bedrooms and en-suite laundry. With an app-driven experience, Sonder guests can check-in themselves and have access to instant support 24/7.

A [Sonder survey](#) of US travelers earlier this year found that 92% of business travelers consider the design of their accommodation important, 11 points higher than all travelers surveyed.

“With the rise of hybrid and remote working, as well as trips that combine business and leisure, a new cohort of corporate travelers are demanding the type of flexible accommodation which Sonder offers. Millennial and Gen Z guests in particular appreciate our ‘Instagrammable’ design and frictionless app-enabled service,” said Kristen Richter, Vice President of Sales at Sonder.

About Sonder

Sonder (NASDAQ: SOND) is revolutionizing hospitality through innovative, tech-enabled service and inspiring, thoughtfully designed accommodations combined into one seamless experience. Launched in 2014 and headquartered in San Francisco, Sonder provides a variety of accommodation options — from spacious rooms to fully-equipped suites and apartments — found in over 40 markets spanning ten countries and three continents. The Sonder app gives guests full control over their stay. Complete with self-service features, simple check-in and 24/7 on-the-ground support, amenities and services at Sonder are just a tap away, making a world of better stays open to all.

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