



KAYAK to Open Its Own Hotel in Miami Beach

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With its travel technology and millions of app users, KAYAK aims to transform the accommodation experience in partnership with Life House

STAMFORD, Conn., March 9, 2021 /PRNewswire/ -- KAYAK, the company that pioneered flight metasearch in 2004, is reimagining the in-travel experience. Opening in April 2021, KAYAK Miami Beach brings the power of the KAYAK app to the guest stay. Travelers can make advance reservations at the new boutique hotel via <http://www.kayakmb.com>.



"We see a big opportunity to apply our audience and technology to the accommodations space to level the playing field for independent hotels," said Steve Hafner, CEO of KAYAK. "Our Miami Beach property will serve as our hotel design lab and deepen our knowledge of hospitality and showcase our growing capabilities."

Guests of KAYAK Miami Beach will enjoy numerous innovations during their stay. All check-ins/outs are contactless through either KAYAK's mobile app or a digital lobby kiosk. The KAYAK app will provide 24/7 access to hotel staff and support, notifications of on-property events, room-ready alerts, itinerary management, housekeeping requests and more. Every room features a mix of tech-forward amenities from connected TVs to Marshall speakers.

Behind the scenes, the property is a design lab for KAYAK to build and refine its accommodation technology. The backend software, currently in early development, is intended to help independent hotels leverage the KAYAK app and capitalize on the latest advances. It will include integrations to cloud-based property management systems, wireless lock and access controls, and sophisticated distribution channel management. KAYAK will incorporate consumer and pricing insights from the billions of travel queries that it processes annually.

The technology is being developed in partnership with Life House, a vertically-integrated hotel brand and management company. Life House will help shape the on-site guest experience, manage hotel operations, and enable guests to interact with staff as much or as little as they prefer.

"Our mission is to create value for independent lifestyle hotels and their owners," said Rami Zeidan, Founder and CEO of Life House. "Together with KAYAK, we can accelerate our leadership in this quickly evolving space."

"We're excited to reimagine accommodations with Life House," said Hafner. "KAYAK Miami Beach provides a playground for guests and our development teams alike."

KAYAK Miami Beach is the first KAYAK hotel but may not be the last. KAYAK will be exploring additional locations to help refine its software for different property sizes and types.

About KAYAK Miami Beach

Located in Miami Beach's cultural hub of Collins Park and housed in a 1934 landmark art-deco building, the hotel's design draws inspiration from the local Streamline Moderne architecture with bold design elements that marry the Deco-esque patterning with aerial crop and flight patterns, a modern nod to KAYAK's history.

A wrap-around public rooftop area contains the on-property modern Middle Eastern bar and restaurant concept, [Layla](#). Powered by KAYAK's sister brand OpenTable, the restaurant will introduce diners to the latest advances in restaurant technology.

Reservations are bookable now for stays starting on April 11, 2021 with introductory pricing. Standard rates are around \$229 for a Cozy King. Additional information for KAYAK Miami Beach, including full buyouts of the hotel, can be found at <http://www.kayakmb.com>.

About KAYAK

KAYAK, part of Booking Holdings (NASDAQ: BKNG), is the world's leading travel search engine. With billions of queries across our platforms, we help people find their perfect flight, stay, rental car, cruise, or vacation package. We're also transforming the in-travel experience with our app and new accommodation software. For more information, visit www.KAYAK.com.

About Life House

Life House is a New York-based, venture-backed and vertically-integrated hotel brand, management, and software company. Life House has built a proprietary platform that makes hotels more seamless and profitable for their owners and more meaningful and accessible for their guests. For more information on Life House, please visit www.lifehousehotels.com.

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