Early Warning System

IADB-RG-Q0075

Ayenda: Digitalizing Independent Hotels and Democratizing Quality Hospitality in the Context of the Pandemic Recovery

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Quick Facts

Financial Institutions	Inter-American Development Bank (IADB)
Status	Active
Bank Risk Rating	C
Voting Date	2021-08-06
Borrower	Regional
Sectors	Education and Health, Industry and Trade
Investment Type(s)	Equity
Investment Amount (USD)	$ 2.00 million
Project Cost (USD)	$ 10.00 million

Ayenda: Digitalizing Independent Hotels and Democratizing Quality Hospitality in the Context of the Pandemic Recovery

Project Description

This project aims to support independent hotels and the democratization of quality hospital industry by financing Ayenda Hoteles' Series B round. With Ayenda's broad supply of independent hotels (and cultivation of customer loyalty through app), low-income travelers will be able to benefit from better accommodations and more consistent, quality services. Ayenda provides a one-stop shop(app) with a portfolio of affordable hotels, loyalty rewards and tailored suggestions based on real-time analytics andreporting. Empowering the digitalization of these hospitality SMEs, will thusunlock better services to the blue-collar guests.

Investment Description

- Inter-American Development Bank (IADB)

Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	IADB	Buyer	Finance

Contact Information

ACCOUNTABILITY MECHANISM OF IADB

The Independent Consultation and Investigation Mechanism (MICI) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an Inter-American Development Bank (IDB) or Inter-American Investment Corporation (IIC)-funded project. If you submit a complaint to MICI, they may assist you in addressing the problems you raised through a dispute-resolution process with those implementing the project and/or through an investigation to assess whether the IDB or IIC is following its own policies for preventing or mitigating harm to people or the environment. You can submit a complaint by sending an email to MICI@iadb.org. You can learn more about the MICI and how to file a complaint at http://www.iadb.org/en/mici/mici,1752.html (in English) or http://www.iadb.org/es/mici/mici,1752.html (Spanish).