

 Early Warning System

IADB-RG-Q0075

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



## Quick Facts

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



## 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 and reporting. Empowering the digitalization of these hospitality SMEs, will thus unlock 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](mailto: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).