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WORLD TRAVEL, INC. ENHANCES PREDICTIVE PRICE ASSURANCE WITH WENRIX PARTNERSHIP

New collaboration gives smarter program insights, greater cost control, and booking confidence—across both EDIFACT and NDC content—through AI-powered optimization

Philadelphia, Pa, July 21, 2025 – World Travel, Inc. (WTI) has announced a strategic partnership with Wenrix, a leader in AI-driven predictive price assurance, to enhance its existing price assurance capabilities. This collaboration brings OTA-grade automation and intelligence to WTI customers' travel programs, delivering smarter savings and deeper insights into fare performance.

The enhanced solution, powered by Wenrix's Margin Booster, will be available to WTI clients starting early September 2025.

"This partnership is about taking our proven price assurance capabilities to the next level," said Liz Mandarin, CEO of World Travel, Inc. "Wenrix brings automation and intelligence that's already trusted by the world's largest OTAs—and now, we're bringing that power to our corporate clients."

Delivering value where it counts

The enhanced solution delivers value in four key areas:

1. **Smarter savings through AI**—Wenrix's Predictive Price Assurance uses advanced AI to more accurately predict, and identify better fares in real time—unlocking greater savings at the time of booking.
2. **Policy-aligned optimization**—The solution finds better fares that still meet company travel policies and traveler preferences—ensuring cost savings without sacrificing compliance or experience.
3. **Clarity and control across content types**—As content becomes more fragmented, WTI enables clients to compare and optimize across both EDIFACT and NDC content standards—providing transparency, consistency, and confidence in every booking.
4. **Strategic insights for better decisions**—Clients gain actionable data on fare performance and sourcing effectiveness—empowering travel managers to make smarter, more informed decisions that improve program ROI.

"Our clients are asking sharper questions about their air spend," Mandarin added. "With Wenrix, we can finally give them answers grounded in data—where value is being delivered, and where it's not."

OTA-tested tech, built for corporate travel

Wenrix analyzes over \$10 billion in bookings annually, delivering average savings of 3%, and up to 6% for select programs. Originally built for the high-speed, high-volume, fully-automated world of OTAs, the platform has been successfully adapted to meet the needs of TMCs—now representing 30% of Wenrix's business.

“We’ve spent years refining our AI to surface the best fares, regardless of distribution method,” said Amir Balaish, CEO of Wenrix. “Partnering with WTI shows how that intelligence can drive real value in the corporate space—where transparency, control, and savings matter most.”

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About Wenrix

Wenrix delivers AI-powered solutions purpose-built for the travel industry. With deep expertise and a proven track record with global OTAs and TMCs, Wenrix helps travel companies grow margins, transform operations and elevate the traveler experience.

About World Travel, Inc.

World Travel, Inc. is redefining business travel with a personalized, high-touch approach powered by smart technology. As a 100% employee-owned company, it delivers exceptional service, 24/7 support, and seamless global solutions. With AI insights and fintech tools like WorldVC, World Travel helps businesses manage travel with greater efficiency, control, and strategic clarity. Learn more at www.worldtravelinc.com.

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