

PARTNERSHIP ANNOUNCEMENT

Curacity and Bonafide Partner to Help Hospitality Brands Turn AI Discovery Into Direct Demand

Collaboration connects Curacity's recommendation intelligence and demand engine with Bonafide's verified Context Layer to help hospitality brands shape the full AI journey from discovery and recommendation through direct booking.

NEW YORK – [SEPTEMBER 9, 2026] – Curacity, the hospitality technology company whose VISTA platform measures how AI recommends hotels and powers the third-party authority that influences those recommendations, and Bonafide, the AI Alignment Platform, today announced a strategic partnership to help hospitality brands strengthen how they are discovered, understood, recommended and booked across the AI-led travel journey.

Travel discovery is being rewritten. Travelers are asking AI where to go, where to stay and why. Those answers are shaped by a mix of trusted third-party sources and information supplied by the brands themselves. For hotels, appearing in the answer is only the first step. The brand also needs to be understood accurately, recommended in the right context and connected to a direct path to booking.

Curacity's VISTA platform operates across the intelligence and demand layers of that journey. VISTA AI measures how often and how strongly AI engines recommend a property across the topics travelers actually ask about, benchmarks recommendation performance against the competitive set, and identifies where additional third-party authority can move the brand. Curacity then powers distribution across its proprietary network of premium publishers and creators to build that authority and measures the resulting change in recommendation performance. Alongside it, VISTA Core drives direct demand through Curacity's newsletter distribution infrastructure and connects bookings back to their source through deterministic attribution.

Bonafide complements that work by building the verified Context Layer between the brand and every AI surface. Its Curate, Orchestrate and Tune platform aggregates and validates enterprise content and data, makes facts, policies, offers and commercial constraints usable by AI, delivers the right context to the right surface and continuously improves alignment with commercial goals. The result is not simply visibility. It is a brand being represented accurately, recommended for the right reasons and connected to the right commercial path from discovery and comparison through shopping and purchase.

"Every AI answer draws on what a brand says about itself and what the world says about it. Bonafide governs the first, keeping a hotel's facts, policies and offers accurate across AI surfaces through to the direct booking. Curacity VISTA measures and moves the second, tracking how often AI recommends a property, benchmarking that performance against the competitive set, and powering the authoritative, LLM-structured, third-party coverage that can improve it. By bringing these complementary layers together, we can give hotels a more complete operating picture of AI discovery—from recommendation share to direct demand—and, more importantly, a clearer understanding of what to do about it."

Nick Slavin, Chief Executive Officer and Co-Founder, Curacity

“AI will change where travelers begin, but brands should still control the truth behind the decision. Curacity helps hotels earn the third-party authority that gets them into the conversation. Bonafide ensures that, once there, every AI surface has the verified facts, context and commercial constraints needed to represent the brand accurately, recommend it for the right reasons and route the traveler to the right next step. Together, we can help hotels influence both consideration and conversion.”

Layton Han, Chief Executive Officer and Co-Founder, Bonafide

Together, Curacity and Bonafide will help hospitality brands understand and act on the full AI journey: how outside voices build authority and create demand, how owned data sustains accuracy and context, and how the two work together to influence recommendations and direct bookings. The companies will collaborate on research, education, webinars, events and co-branded resources focused on:

- How editorial media and creator content drive AI recommendations and traveler demand
- How brands can build authority while keeping property facts, policies and offers accurate
- How discovery, recommendation, alignment and booking work together across the traveler journey
- How to measure commercial impact across the full funnel, beyond impressions and last-click attribution

The partnership reflects a broader vision for where AI discovery is heading. As AI increasingly moves from answering questions to making recommendations and facilitating transactions, hospitality brands will need to manage both the information AI receives directly from them and the independent authority it finds across the broader ecosystem. Curacity and Bonafide are bringing together expertise across those complementary layers to help define that operating model for hospitality.

Curacity’s intelligence and distribution platform measures where a brand stands in AI recommendations and powers the LLM-structured, third-party authority and demand that can move it. Bonafide turns verified brand truth into context AI can use across discovery, recommendation and commerce.

Two complementary layers, one AI journey.

About Curacity

Curacity is a hospitality technology company with the intelligence and distribution infrastructure for the next generation of travel discovery. Its VISTA platform measures how brands appear and are recommended across AI engines, benchmarks performance against competitors, and powers demand through distribution across its network of 100+ premium media partners and creators. VISTA Core, Curacity’s newsletter distribution product, drives direct bookings with deterministic attribution to source. Founded in 2015, Curacity has driven more than \$2.5 billion in verified bookings and revenue. Headquartered in New York, the company has offices in Stamford, Conn., Toronto and Buenos Aires. For more information, visit curacity.com.

About Bonafide

Bonafide is the AI Alignment Platform that delivers the Context Layer between brands and AI. Built for the complexity of travel and loyalty data, Bonafide’s agentic workflows help brands Curate verified enterprise truth, Orchestrate it across AI surfaces and Tune how recommendations align with commercial goals over time. The platform helps ensure accurate information and responses across discovery, shopping and

purchase. Bonafide is a PhocusWire Hot 25 Travel Startup for 2026 and works with leading hotel, airline and loyalty brands. Verified facts. Every AI surface aligned. Every time. For more information, visit bonafide.ai.