Company: Yanolja, Seoul, South Korea
Company Description: Yanolja is a global travel technology company reshaping the future of travel. We provide an AI-powered data enablement platform that connects travelers and travel businesses across every stage of the journey. Operating in over 200 countries, Yanolja leverages its proprietary travel data and AI technology to turn fragmented information into actionable insights and streamlined operations.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Most Innovative Tech Company of the Year - More Than 2,500 Employees
Nomination Title: Yanolja: Redefining Global Travel Through AI-Powered Data Innovation

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

   N/A

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

   Total 197 words used.

   Yanolja, whose name means "Hey, Let's Play!" in Korean, was founded in 2005 by Sujin Lee, who started his career as a hotel janitor. From these humble beginnings, Yanolja has evolved into a global travel technology company powered by AI. Initially focused on addressing inaccurate hotel information and operational inefficiencies, Yanolja introduced cloud-based hotel management solutions to digitize operations and connect fragmented data systems across the industry.

   Today, Yanolja offers subscription-based SaaS solutions to over 25,000 hotels across 170+ countries, automating hotel operations and significantly improving operational efficiency. Its high-quality property data, powered by big data connectivity, fuels its transaction solutions, connecting 1.3 million travel enterprises with 18,000+ global sales channels across 206 countries. In addition to its SaaS and transaction businesses, Yanolja operates its own consumer platform providing comprehensive leisure and lifestyle services, while testing advanced AI-powered services ahead of global launches.

   At its core, Yanolja has introduced AI data solutions, including machine learning-based prediction, personalization, dynamic pricing, and fintech offerings, leveraging its streamlined data flow from properties to sales channels and travelers. Yanolja continues to revolutionize the global travel industry by creating hyper-personalized experiences for travelers and optimizing operations for businesses.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

   Total 182 words used.

   Since 2023, Yanolja has significantly accelerated its AI transformation and global expansion:

   Launched proprietary AI-powered data enablement platform, combining Vertical AI and extensive proprietary data to deliver fully automated property operations and hyper-personalized travel experiences in the long run.

   Introduced AI-driven products such as AI Itinerary & Concierge, AI-powered PMS, dynamic pricing, predictive maintenance, fintech solutions, cloud-based kiosks, and automated check-in/check-out services.

   Formed strategic collaborations with Google Cloud and OpenAI. These partnerships enhance Yanolja's AI concierge services, integrate Google's Gemini, Search Grounding Technology, Travel Analytics, and contribute travel sector insights to OpenAI's Operator research preview.

   Achieved record-breaking financial growth in 2024: aggregate total transaction value (TTV) reached $18.3 billion (186% YoY growth); Enterprise Solutions revenue grew 62% YoY; AI Data Solution revenue grew from 14% of enterprise revenue in Q1 2024 to 25% in Q1 2025.

   Expanded its global footprint, now operating in over 200 countries with direct supplier contracts across APAC (57%), EMEA (28%), and NA/LATAM (15%).

   These milestones demonstrate Yanolja's leadership at the intersection of AI, data, and global travel technology, transforming both the traveler experience and enterprise operations.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

   Total 217 words used.

   Unlike many travel companies, Yanolja has built a fully integrated, end-to-end AI-powered data enablement platform uniquely tailored for the global travel ecosystem. Its proprietary data infrastructure connects 1.3 million travel enterprises with over 18,000 sales channels worldwide, delivering highly efficient, vertically integrated AI data solutions for both travelers and travel enterprises.

   Most competitors struggle with fragmented data, limited automation, and high costs to acquire data or customers. Yanolja, by contrast, is already equipped with a vast proprietary data pool collected through its SaaS solutions from properties and a global transaction network from sales channels and consumers. This enables more accurate dynamic pricing, predictive maintenance, AI concierge services, and fully autonomous property operations, capabilities that many global travel peers have yet to achieve at scale.

   Yanolja's growth reflects the strength of this model: its Enterprise Solutions revenue rose 62% YoY, Enterprise Solutions EBITDA grew 295%, and AI data service contribution jumped from 14% to 25% within one year. Compared to its early days as a Korean OTA, Yanolja is now a global travel technology leader operating across 200+ countries with scalable, profitable enterprise solutions.

   In an industry where many tech players prioritize growth over profitability, Yanolja has delivered both, powered by AI innovation, operational automation, and trusted global collaborations with leaders like Google Cloud and OpenAI.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 130 words used.

   Supporting materials include:

   Yanolja Announces Strategic AI Partnership with Google Cloud to Transform the Travel Industry

   https://www.prnewswire.com/news-releases/yanolja-announces-strategic-ai-partnership-with-google-cloud-to-transform-the-travel-industry-302399905.html

   Yanolja Collaborates with OpenAI to Accelerate AI Adoption in the Global Travel Industry

   https://www.prnewswire.com/news-releases/yanolja-collaborates-with-openai-to-accelerate-ai-adoption-in-the-global-travel-industry-302392714.html

   Yanolja Teams With ChatGPT and Google. More AI Partnerships to Come, CEO Says

   https://skift.com/2025/03/12/yanolja-teams-with-chatgpt-and-google-more-ai-partnerships-to-come-ceo-says/

   VIDEO: Investing.com sits with CEO of $6 billion+ unicorn rumored to IPO this year

   https://www.investing.com/news/stock-market-news/video-investingcom-sits-with-the-ceo-of-6-billion-unicorn-set-to-ipo-this-year-3943586

   From an online travel agency (OTA) to a global travel technology company, what has Yanolja done right?

   https://www.chinatravelnews.com/article/184234

   Junyoung Lee, President of Technology & Yanolja Group CTO, Co-CEO at Yanolja Cloud – Interview Series

   https://www.unite.ai/junyoung-lee-president-of-technology-yanolja-group-cto-co-co-ceo-at-yanolja-cloud-interview-series/

   Yanolja at Davos 2025: Shaping the Future of Global Travel

   https://www.yanoljagroup.com/blog/view?id=75

Attachments/Videos/Links:

Yanolja: Redefining Global Travel Through AI-Powered Data Innovation

[REDACTED FOR PUBLICATION]