Press Releases

Checkin.com Joins Global Business Travel Association

U.S. General Manager April Rae Mallord to Attend GBTA Convention 2024 This Month to Explore Business Development Opportunities

ATLANTA and FAYETTEVILLE, Ark., July 16, 2024 – Checkin.com, the Swedish enterprise software company that is revolutionizing digital identity verification and onboarding of users of travel and fintech services in Europe, has joined the Global Business Travel Association (GBTA).

The move follows the company's recent opening of U.S. operations via a Fayetteville, Arkansas-based office. April Rae Mallord, the company's U.S. General Manager, will attend the GBTA Conference 2024 in Atlanta (July 22 - 24) to explore business development and partnership opportunities with stateside travel and hospitality industry leaders.

Checkin.com is establishing a global internet standard for how users register, identify themselves and log-in to travel, hospitality and fintech apps and websites. The company's advanced technologies and innovations offer a unique, end-to-end and fully customizable solution that reshapes how users are identified through AI-driven biometric and non-biometric technologies.

Among the many benefits Checkin.com offers are:

- The verification of passengers and guests from the comfort of their home so they can skip the lines at the airport and hotels.
- Passport verification, in seconds, for easier checkin when flying internationally.
- Visa verification that can be automatically checked against other sources to reduce fines and bypass manual determination.
- Simplified user account recovery using ID scans and face-matching/biometrics (instead of security questions and password reset emails).
- Helping financial technology companies to verify users with anti-money laundering checks.

Headquartered in Washington, D.C., GBTA is the world's premier business travel and meetings trade organization that serves more than 8,000 members who represent and advocate for the $1,357 trillion global business travel and meetings industry.

"Our association with the GBTA is a crucial asset to Checkin.com's efforts to build brand awareness and continue our worldwide growth as a leading digital identification and onboarding enterprise software solution provider," said Mallord. "We look forward to a productive convention and the opportunity to introduce our robust solution to major players in the travel, hospitality and fintech industries."

To schedule a meeting with Mallord at GBTA Convention 2024, please contact April Mallord at april@checkin.com.

About Global Business Travel Association

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area serving stakeholders across six continents. GBTA and its 8,000+ members represent and advocate for the $1,357 trillion global business travel and meetings industry. GBTA and the GBTA Foundation deliver world-class education, events, research, advocacy, and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts. For more information, visit gbta.org and gbtafoundation.org.
Our focus is to equip our members with the knowledge and resources necessary to navigate the rapidly changing business travel landscape resulting in improved managed travel programs, top line business growth, and exemplary careers.

About Checkin.com Group:

Checkin.com Group creates shareholder value through capital efficient growth achieved by strong organic growth and strategic acquisitions. The Group's advanced technologies and innovations offer a unique end-to-end solution that reshapes how end users checkin with products and brands online. The comprehensive framework gathers multiple hyper specialized technologies that covers every aspect of an end user's checkin experience.

The company has its headquarters in Stockholm, Sweden, but operates and recruits globally to attract world-leading talent across the globe.

Checkin.com Group's share is since 2021 listed on Nasdaq First North Growth Market under the trading symbol "CHECK."

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