

September 2025

eu travel tech

eu travel tech grows stronger with three new members: Awaze, Dohop and Vola.ro

Brussels, 16 September 2025 — eu travel tech, representing Europe's leading travel technology companies, is proud to welcome Awaze, Dohop and Vola.ro as new members, reinforcing its role as the unified voice of Europe's diverse and dynamic travel technology sector.

From holiday rentals to virtual interlining and online travel retail, their addition showcases the full spectrum of travel tech innovation in Europe and strengthens eu travel tech's ability to champion the sector with one strong, united voice.

Meet the new members

Awaze

Awaze is Europe's largest managed vacation rentals business. It brings together trusted brands such as NOVASOL, Ardennes-étapes, and SandyBlue, offering tens of thousands of self-catering properties in rural and coastal areas across Europe.

Dohop

Founded in Iceland in 2004, Dohop is a travel technology provider specialising in seamless connectivity and alternative virtual interlining. Guided by their mission to make connected trips easier, they enable airlines, transport providers and travel retailers to build flexible and protected connected itineraries options that benefit industry partners and travellers.

Vola (Vola.ro / ITH Group)

Vola is a leading online travel agency rooted in Central and Eastern Europe, with strong origins in Romania. It offers a full spectrum of travel services— from flights with both low-cost and traditional airlines, to hotels, insurance, car rentals, and travel packages. Recognised for innovation, reliability, and service quality, Vola has earned several awards, including Deloitte

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Technology Fast50 in CEE. Today, under the ITH Group umbrella, it continues to grow across the region.

A united voice for the sector

“We are truly excited to welcome Awaze, Dohop, and Vola.ro as new members of eu travel tech. Their expertise, market reach, and perspectives will be invaluable as we engage with EU policymakers and industry partners on the priority policy files shaping the future of travel,” stated Emmanuel Mounier, Secretary-General of eu travel tech.

“With their addition, eu travel tech is better positioned than ever to represent the full diversity of Europe’s travel technology ecosystem and to advocate for a fair, innovative and consumer-focused digital travel market.”

Matthew Price, CEO, Awaze: “We’re delighted to join eu travel tech; the Awaze brands champion affordable, sustainable, and high-quality holiday rentals, and we’re looking forward to working with eu travel tech members to harness innovation and technology that helps us deliver further on these principles.”

Hugh Aitken, COO, Dohop: “We are proud to become a member of eu travel tech. At Dohop, our mission is to make connected travel simple, and we recognise the importance of collaborating with an organisation that represents the full travel tech ecosystem while ensuring a policy environment that supports innovation and consumer benefit.”

Daniel Truică, CEO, Vola.ro: “As one of the top OTAs in Central and Eastern Europe, we are proud to join eu travel tech and to bring our experience in building trusted, innovative travel solutions to the European stage. Together with our peers, we look forward to strengthening the voice of our industry and advancing policies that benefit both travellers and partners.”

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About eu travel tech

eu travel tech represents the interests of travel technology companies. eu travel tech uses its position at the centre of the travel and tourism sector to promote a consumer-driven, innovative and competitive industry that is transparent and sustainable. Our membership spans travel tech companies (formerly GDSs), Online Travel Agencies (OTA), Travel Management Companies in business travel (TMCs) and metasearch sites.

For more information, please contact:

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