

Cerebri AI Launches Hotel Sourcing Solution to Turn Travel Data Into Negotiating Power

AIQ Studio Hotel RFP gives buyers more time to negotiate and a clearer view of what their hotel spend can deliver.

AUSTIN, TX, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- [Cerebri AI](#) today announced the launch of AIQ Studio Hotel RFP, designed to help corporate travel teams and travel management companies use trusted travel data to uncover savings, strengthen hotel negotiations and reduce sourcing friction.

Built on AIQ Data Foundry, the platform uses AI and buyers' own travel data to identify savings opportunities, compare the full value of hotel offers, and simplify outreach. The workflow is designed to distribute RFPs in under 10 minutes, giving buyers more time to negotiate while retaining control over key decisions.

"Travel buyers know their programs and where they want to make a difference. They need reliable data and more time to act on it. We built Hotel RFP to help them bring that knowledge to the negotiating table, with less time spent managing the process and more time securing value for their travelers and their business," said Jean Belanger, Founder and CEO of Cerebri AI.

Cerebri



CAIN



TRAVEL

[Cain Travel](#), based in Boulder, Colorado, is the first customer for AIQ Studio Hotel RFP and is introducing the solution to an initial group of its corporate clients.

"Partnering with Cerebri AI brings a new level of intelligence and efficiency to hotel sourcing. Together, we are combining advanced AI technology with our team's expansive industry expertise to make more informed decisions, strengthen supplier partnerships, and maximize the value of our clients' hotel programs," said Michael Cain, President of Cain Travel.

Cerebri AI will showcase AIQ Studio Hotel RFP and Air Contracts at the Business Travel Innovation Faceoff during Business Travel Show America, October 14-15, 2026, at the Javits Center in New York.

About Cain Travel

Founded in 1985, Cain Travel is the successor company to Viking Travel, established in 1975. Today, Cain Travel is one of the nation's largest independent travel management companies, providing a unique set of travel management solutions to large and small companies alike. Our drive to develop and implement new technology, combined with our attention to personalized service levels, allows us to deliver economies and expertise to clients across the globe. At Cain Travel, we combine the best in travel expertise and technology with the finest in customized, team-approach service. That's just part of why we have a 98% customer retention rate. Our commitment to our employees, our customers and to continual innovation on their behalf has resulted in a steady record of growth over the past 40+ years.

About Cerebri AI

Cerebri AI helps organizations build extraordinary travel programs through a trusted agentic digital workforce for travel, expense, and indirect procurement operations. Powered by AIQ Data Foundry, Cerebri AI brings fragmented enterprise data together into a single, trusted source of truth, removing friction and enabling intelligent digital employees to automate workflows, improve visibility, reduce costs, and deliver measurable business outcomes.

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