

Media Resources

Everything journalists, analysts, and researchers need to cover ADAPT. All text below is pre-approved for publication.

BOILERPLATE

SHORT (1 LINE)

ADAPT (Alliance for Direct Accommodation Protocol & Technology) is an open, non-profit alliance building open protocols that let AI agents book hotel rooms directly — eliminating OTA intermediaries.

MEDIUM (1 PARAGRAPH)

ADAPT (Alliance for Direct Accommodation Protocol & Technology) is an Unincorporated Non-Profit Association advancing open protocols for direct accommodation distribution. The alliance develops MCP servers, CLI tools, REST APIs, and agentic markdown standards that enable AI agents — including ChatGPT, Claude, Gemini, and Perplexity — to discover and book hotel rooms directly from properties, bypassing OTA intermediaries that currently extract 15–25% commission per booking. Founded in 2026 in Memphis, Tennessee, ADAPT is open to all stakeholders with no membership fees.

EXTENDED (2 PARAGRAPHS)

ADAPT (Alliance for Direct Accommodation Protocol & Technology) is an Unincorporated Non-Profit Association advancing open protocols for direct accommodation distribution in the age of AI agents. The alliance develops and promotes five protocol surfaces — MCP servers for real-time inventory discovery, CLI tools for developer access, REST APIs for universal integration, agentic markdown files for zero-infrastructure discoverability, and programmable settlement for instant, verifiable payment with encoded booking terms — that enable any AI agent to discover, evaluate, and book accommodation directly from properties.

The OTA duopoly of Booking Holdings and Expedia Group currently extracts over \$50 billion annually in commissions from accommodation providers worldwide, while retaining guest contact data and routing all communications through their platforms. ADAPT's protocols reduce distribution costs to under 8% while returning 100% of guest data to properties. Founded in 2026 in Memphis, Tennessee, ADAPT is open to all interested stakeholders including hoteliers, PMS vendors, bedbank wholesalers, hotel advisory firms, AI agent developers, and payment processors.

KEY FACTS

Full Name	Alliance for Direct Accommodation Protocol & Technology
Abbreviation	ADAPT
Legal Structure	Unincorporated Non-Profit Association (UNA)
Founded	2026, Memphis, Tennessee
Website	hotelmcp.org
Mission	Facilitate the development among stakeholders and promote open protocols for direct accommodation distribution, eliminating OTA intermediary dependency
Membership	Open to all — no fees, no approval required
Live Pilot	200+ unit mixed-use property, Downtown Memphis, TN
First Working Group	Dispute Resolution (DR-WG) — forming now

QUOTABLE STATISTICS

\$50B+

Annual OTA commissions extracted globally

15–25%

Commission per booking by Booking.com & Expedia

<8%

Target distribution cost via ADAPT protocols

100%

Guest data retained by property with direct bookings

200+

Units in ADAPT's live pilot property

140K+

Hotels already bookable via AI agents (Perplexity + Selfbook)

KEY MILESTONES

• Nov 2024

Anthropic announces Model Context Protocol (MCP)

• 2025

OpenAI, Microsoft, Google adopt MCP; governance moves to Linux Foundation

• 2025

Perplexity AI launches native hotel booking via Selfbook (~140K hotels)

• Jan 2026

Google announces Universal Commerce Protocol (UCP) at NRF

• Mar 2026

ADAPT founded as UNA in Memphis, Tennessee

• Mar 2026

ADAPT research site launches at hotelmcp.org

• 2026

Live pilot: 200+ unit property running ADAPT protocols

BRAND ASSETS

ADAPT

ADAPT

Green (GDS Era)

#4ade80

Blue (API Era)

#60a5fa

Purple (AI Era)

#c084fc

Amber (Highlight)

#fbbf24

Dark BG

#0a0e1a

file:///Users/ssu-m1max/hotel-distribution-history/public/assets/adapt-press-kit.html

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RESOURCES & LINKS

ADAPT Manifesto	hotelmcp.org/manifesto
Collaborative Research	hotelmcp.org/research
Deep Dive: Distribution History	hotelmcp.org/deep-dive
Working Groups & Workshops	hotelmcp.org/workshops
Live Pilot	hotelmcp.org/pilot
FAQ	hotelmcp.org/faq
About ADAPT	hotelmcp.org/about
AI Agent Description (llms.txt)	hotelmcp.org/llms.txt

MEDIA INQUIRIES

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We respond to all media inquiries within 24 hours.