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[Yamsafer](#), an online hotel booking website re-launched its website this past week with the "Cardless Bookings" feature, where just like its name implies, a credit card is not required to book or guarantee a reservation. Yamsafer is the first booking site to offer "Cardless Bookings" worldwide. Now, Yamsafer customers can book and guarantee a hotel reservation without a credit card thus eliminating the traditional deposit fee requirements.

This new feature is currently available for Yamsafer customers who are booking a hotel in Jordan (inclusive of [Amman](#), Aqaba and Dead Sea) or a hotel in Bahrain ([Manama](#) only). The ["Cardless Bookings"](#) feature will soon be available across all Yamsafer destinations, including Dubai and many cities across Saudi Arabia.

Faris Zaher, the CEO and Co-Founder of Yamsafer stated, "Over the past two years we have been fully engaged with our current customers where the issue of payment by a credit card online is viewed as problematic. Due to the low credit card penetration rate in the MENA region, a portion of Yamsafer customers were unable to fully capitalize on our lower hotel rates when it comes to booking hotels online." Zaher further stated, "As a result of this problem, the Yamsafer team has spent the last 6 months providing a comprehensive solution targeting our

customers who do not have a credit card. Now, with this in hand, we can provide great rates to all our customers, regardless of whether they are credit card holders or not."

Yamsafer's new website design has been revamped according to visitors behavior data collected by Yamsafer which now provides customers with the ability to search easily for hotels and have additional methods of booking, i.e. reserving by phone. Furthermore, Yamsafer will continue to scale its operations and increase its number of member-hotels to 2,500 properties spanning across 22 Arab countries in Turkey and the MENA region.

## About Yamsafer

Launched in September 2011, Yamsafer is an online travel website which enables travelers to book a huge inventory of Middle Eastern hotels online at discounted prices. The hotel rates with Yamsafer are typically lower than other international sites and the company is quickly being recognized in the MENA region for its high quality Arabic content targeting MENA users in the online travel space.

Contact Us Yamsafer [info@yamsafer.me](mailto:info@yamsafer.me) Tel: +970 (2) 297-0089 Mob: +970 568-600-522

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