

Pan Pacific Launches Best Rate Guarantee Policy and eDirect For Corporate Bookings

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Pan Pacific Hotels and Resorts announced the launch of a Best Rate Guarantee policy for online bookers as well as a new online service, eDirect by Pan Pacific to improve booking processes for corporate clients.

Pan Pacific's Best Rate Guarantee

Pledging the 'lowest publicly available' rate on the company's website, panpacific.com, the hotel group demonstrates its commitment to ensure price parity across all online channels, boosting consumer confidence.

For online bookers who find a rate on a competing web site that is lower than the lowest rate booked on panpacific.com, Pan Pacific will honor the lower rate for the nights for which the lower rate is found, plus give the guest an additional 10% discount. This policy applies to public retail rates only. Negotiated or contracted rates do not qualify.

eDirect by Pan Pacific

eDirect by Pan Pacific is a reservation service developed to both improve and simplify the process of online corporate bookings. Clients are provided with a simple installation, which, will link corporate bookers directly to their own contracted rates and reservations site with a single click of the desktop icon.

This user-friendly interface is pre-programmed with specific account information, unique to each corporate client. When activated, it updates rates and generates room availability instantaneously, effectively optimizing the booking process.

'Our research shows that clients are looking for a faster, easier and more efficient online booking process. We are responding to these needs and proving that technology continues to enable both business and brand loyalty,' says Kevin Croley, Vice President, Sales and Marketing, Pan Pacific Hotels and Resorts.

Both the 'Best Rate Guarantee' policy and eDirect initiatives are available immediately. For more information on the Best Rate Guarantee visit panpacific.com. To sign up your company to eDirect by Pan Pacific please contact the nearest Pan Pacific Hotel Sales Department.

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