

Sunstone Hotels selects Avalon Report for a greater competitive advantage

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Sunstone Hotel Properties and Avalon Report today announced they have entered into a partnership that includes the totality of Sunstone's portfolio.

The agreement represents action by the prestigious management group to put new tools in the hands of managers, tools that recognize the evolving nature of the Web and the changing role hoteliers must now play in it.

'The Avalon Report provides a comprehensive, dashboard-driven, look at our hotels' presence on the web, with special emphasis on 2.0 sites,' said John Elston, Sunstone Hotels Executive Vice President of Sales & Marketing. 'It delivers information other services do not deliver, such as traveler reviews and ratings, page placement and complete copies of website pages for our hotels and their competitive sets in real-time.' Elston refers to Avalon Report's web-enabled solution that compiles and organizes a wide-ranging view of the Internet at the click of a mouse.

'As a corporation, we have chosen to invest in this technology for our hotels. We feel it creates a strong competitive advantage for Sunstone Hotel managers and provides greater return for our owners and investors. Unlike others in their markets, our hotels will now be monitoring all facets of a customer's on-line hotel shopping experience, even on networking review sites like Trip Advisor, in an automated way,' continued Elston, a 25 year hospitality veteran. 'We spent lots of time surfing the web to gather and organize information so it could be compared and used. Since the Avalon Report does all that for us now, it enables us to focus more of our effort analyzing fresh data and making productive decisions about rate and positioning.'

About Avalon Report

The industry's first web shopping service, Avalon Report, www.avalonreport.com, is a customizable solution that mimics consumer behavior. Available to subscribers 24/7, the Avalon Report is not just a rate shopping summary. Instead, by delivering a complete view of a virtual portrait from the web, it creates a powerful competitive advantage for revenue management and operations improvement. Founded in 2001, the Avalon Report delivers subscriber and competitor information that includes rates, page placement, page position, photography, web screens, traveler reviews and competitive threat analysis, from any computer in the world, 24/7.

About Sunstone Hotel Properties

Sunstone Hotel Investors, Inc. is a Southern California-based lodging real estate investment trust (REIT). The Company has interests in 52 hotels with an aggregate of 17,119 rooms primarily in the upper-upscale and upscale segments operated under nationally recognized brands.

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