

## ResortQuest Hawaii Chooses SynXis As Their Single Distribution Source

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SynXis North American Call Center gears up for 150,000 calls annually

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that ResortQuest Hawaii has chosen SynXis as their distribution provider and to be the full service call center for their 26 properties. ResortQuest Hawaii is using the RedX Distribution Management System to distribute their inventory to the Global Distribution Systems (GDS), third party travel sites and for the booking engine on their own website ([www.ResortQuestHawaii.com](http://www.ResortQuestHawaii.com)). Since switching to the RedX platform ResortQuest Hawaii's bookings across all channels have increased over fifty per cent.

ResortQuest Hawaii needed a partner that already had proven scalable solutions but was flexible enough to meet the specific needs of ResortQuest Hawaii's portfolio. ResortQuest Hawaii operates a diverse range of condominium resorts and hotels with accommodations that range from hotel rooms, condominium suites, villas and cottages to suit any lifestyle, taste or budget. Based in Honolulu, the company manages 5,000 rooms in 26 properties on the islands of Oahu, Maui, Kauai and Hawaii. ResortQuest Hawaii cites numerous reasons for choosing SynXis including: the RedX technology, SynXis' significant support and development team, SynXis' North American Call Center, 24-hour/7 days a week Help Desk, and the overall ease of doing business together.

'We have been extremely impressed with SynXis and the technology. Collaboration between our teams has been wonderful with business critical functionality addressed promptly,' said Kelvin Bloom, president of ResortQuest Hawaii. 'The impact on our incremental revenue production speaks for itself; since migrating to RedX, net bookings from booking engine, GDS and IDS have a combined growth of 52%.'

ResortQuest Hawaii generates about 150,000 calls annually and the SynXis Call Center in Southlake, Texas will be handling all calls with a dedicated group of sales agents. SynXis agents have undergone rigorous training for the implementation and will be using the RedX Voice Agent platform to give them a single image of inventory and ensure all rates and availability are quoted in real-time. ResortQuest Hawaii's remote sales offices will also use Voice Agent to book rooms and can track their own productivity, separately from the SynXis Call Center.

'Rate parity is very important to ResortQuest Hawaii and RedX gives our centralized Revenue Managers complete flexibility to make changes across all channels,' added Bloom. 'We are also looking forward to several new products SynXis is releasing including their new booking engine, Guest Connect, which will give our properties an even greater opportunity to increase incremental revenue with its many enhanced packaging features.' This fall SynXis will release Guest ConnectSM which has been developed after more than a year of market research, customer feedback and usability testing.

'ResortQuest Hawaii is a particularly important win for SynXis. They did an extensive review of the marketplace and found our technology and our overall offering came out on top,' commented David Meltzer, vice president of sales for SynXis. 'It is great to have a customer that takes advantage of our complete product toolset, including all distribution channels, integration products and enhanced reporting tools. This relationship really lets all of our parts work together and we're excited to continue to produce outstanding results.'

### **About SynXis(R)**

SynXis, a Sabre Holdings company, enables hotels to maximize revenue and reduce costs through innovative, market-driven technology combined with outstanding customized support. The RedX(TM) Distribution Management System, at the solution's core, empowers hotel operators to consolidate and manage hotel inventory from all sources -- seamless GDS connectivity, popular Internet travel sites, private-label central reservations systems, and full-service hotel Web sites. It also helps hotels build revenue by enabling them to independently manage each distribution channel from one easy-to-use control center. SynXis operates full-service call centers in North and South America offering private label reservation services to hotels around the world. SynXis is the technology source for more than 8,400 hotels, bed and breakfasts, resorts, and destinations, including, Harrah's, Interstate Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail [info@synxis.com](mailto:info@synxis.com), or visit our Web site at [www.synxis.com](http://www.synxis.com).

### **About Sabre Holdings Corporation**

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. Sabre Holdings supports travelers, travel agents, corporations, government agencies and travel suppliers through its companies: Travelocity, Sabre Travel Network and Sabre Airline Solutions. Headquartered in Southlake, Texas, the company has approximately 9,000 employees in 45 countries. Full year 2006 revenues totaled \$2.8 billion. Sabre Holdings, an S&P 500 company, is traded on the New York Stock Exchange under the symbol TSG. More information is available at [www.sabre-holdings.com](http://www.sabre-holdings.com).

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