

SynXis Expands Presence In Asia-Pacific

2007-06-28

Opens Singapore and Hong Kong offices to support global growth

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, continues their record growth with the expansion of their business throughout Asia Pacific. Many SynXis customers and partners have properties throughout Asia Pacific, including The Peninsula Hotels, Mandarin Oriental, Millennium & Copthorne, Orient Express, Design Hotels and Luxe Hotels; SynXis has focused on building an infrastructure to support its growing Asia customer base. SynXis recently opened their first Asia Pacific office in Singapore and has also added a new office in Hong Kong to house additional operations, account management, and technical support. In addition, SynXis will be completing its global call center offering with services in Asia Pacific to complement its existing North American, South American and European locations.

'SynXis is committed to expansion in Asia Pacific and has made significant investments in the product and organization to ensure we have a comprehensive solution for hotels and chains in this region,' said Scott Alvis, president and general manager of SynXis. 'The SynXis RedX platform supports all international currencies and is also able to accommodate all Asian languages. The current booking engine is available in Japanese, both Simplified and Traditional Chinese, and Korean. In 2008 the RedX Control Center will be translated into Japanese and Simplified Chinese. SynXis is also actively engaging local PMS vendors and local online travel agents to ensure the service offering meets the needs of local hotels.'

'SynXis has a strong customer base in North America and Europe and has been extremely well received in the Asia Pacific region,' said Patrick Andres, managing director of SynXis Asia Pacific. 'We're committed to providing leading technology and service to our Asian customers. One example of our technology in action is the SynXis booking engine in Japanese language which is now in use by the newly opened Peninsula Hotel in Tokyo.'

To increase awareness throughout China, SynXis has just signed a major reseller, Hotel Marketing Consulting Company (HMCC), based in Beijing. HMCC is a marketing and consulting company focused on hotels' global distribution services and direct marketing and has relationships with nearly 1,000 of China's independent hotels.

'SynXis continues to invest in ways that can help our customers realize year over year growth from all electronic distribution channels,' said Scott Alvis, president and general manager of SynXis. 'Everything from our new product offerings like the Guest Connect booking engine and Channel Connect (direct connects to third party travel sites), to our new services like Revenue Management Consulting and Internet Marketing is focused on helping our customers achieve their global expansion goals.'

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, or visit our Web site at 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.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28173.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html