

Mövenpick Hotels & Resorts Switches to SynXis for Its Single Distribution Source

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International Chain Will Use SynXis Worldwide Call Centers for Private Label Reservation Services

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that Mövenpick Hotels & Resorts has chosen SynXis as the single source of distribution to market and sell its 62 properties throughout Europe, the Middle East, Africa and Asia using all distribution channels. Mövenpick will use the RedX Distribution Management System to distribute its inventory to the global distribution systems (GDS) where they will be marketed to hundreds of thousands of travel agents, third party travel sites where millions of online consumers can book their properties, and the SynXis Call Centers in Europe and Asia that will provide private-label reservation services for Mövenpick Hotels & Resorts around the world.

The Mövenpick Hotels & Resorts management team needed a partner that could provide a complete end-to-end solution for all of their reservation and distribution marketing needs. In addition to the company's confidence in SynXis' products and services, Mövenpick Hotels & Resorts selected SynXis because of its proven track record with thousands of hotels around the world, especially when it comes to the implementation process. SynXis' unique process of switching chains - and private chain codes - to RedX virtually eliminates any downtime, resulting in no loss in reservation volume. Not only that, but properties that have switched to RedX consistently see immediate year-over-year ('same-store-sales') increases in booking volumes of between 11 percent and 23 percent during the first six months after the switch.

'Our chain stands for uncompromising quality of our products and services and we were looking for a partner that has the same high standards,' said Heiko Siebert, vice president distribution for Mövenpick Hotels & Resorts. 'Throughout our search we were continuously impressed with the technology behind RedX and its ease of use and most importantly with the SynXis team. The expanded call center services and the willingness to offer best-of-breed technology solutions proved to us that SynXis will continue to evolve its products and services to stay ahead of the ever-changing distribution landscape. We are looking forward to a long and successful partnership.'

SynXis integration products also offer customers a differentiator in the marketplace and Mövenpick Hotels & Resorts will be taking advantage of them:

RedX Property ConnectSM will provide a seamless interface to Protel and Micro's Opera Property Management Systems, both used at Mövenpick Hotels & Resorts' properties. The interface improves efficiencies at the property level by automating reservation delivery, as well as inventory, rate, and restriction (stay controls) uploads.

Channel ConnectSM will link Mövenpick's properties, via RedX, directly to third party travel sites such as Travelocity, lastminute.com, and ZUJI, and enable the hotels to better differentiate their products by providing information such as detailed stay policies and child pricing directly to retail points of sales. Channel Connect will also integrate Mövenpick Hotels & Resorts' custom-built website booking engine directly to the RedX Control Center enabling the properties to achieve a single-source of inventory for all channels.

'Throughout this sales process our team has really gotten to know Mövenpick Hotels & Resorts and how to address their needs so we are thrilled to have been chosen by them for our full suite of products and services,' said David Meltzer, vice president of sales for SynXis. 'We listened to the marketplace and have made great investments in our infrastructure throughout Europe and Asia Pacific. Winning a customer on the scale of Mövenpick really validates the work that our team has done to make us the global industry's top choice for distribution marketing technology and services.'

SynXis is a key part of Sabre Holdings' portfolio of services in the hotel space. Together, SynXis and Sabre enable hoteliers to sell more rooms, provide better customer service and increase revenues.

About SynXis(R)

SynXis, a Sabre Holdings company, provides distribution marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. RedX(R), at the solution's core, is a web-based distribution management system that enables property managers to distribute inventory across all channels easily and efficiently. The SynXis integration products such as RedX Channel ConnectSM, which connects properties directly to the leading online travel sites, like Travelocity, help improve operational efficiencies by eliminating the need to manage separate extranets and letting properties better differentiate themselves to the online consumer. RedX Property ConnectSM enables a best-of-breed solution for properties so each hotel can choose the systems that best meet their needs and SynXis ensures interoperability with integration expertise. SynXis operates full-service global call centers offering private label reservation services. SynXis is the technology source for thousands of 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.

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. More information is available at <http://www.sabre-holdings.com>.

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