

## Canadian Hotel Group, Sandman Hotels Selects SynXis

2007-11-13

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SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that Sandman Hotels, Canada's fastest-growing, privately-owned hospitality company with over 35 properties, has selected SynXis as its distribution marketing partner and is using the RedX(R) Distribution Management System as its single distribution platform.

Sandman Hotels now connects to all distribution channels using **RedX** including Global Distribution Systems (GDS), third party travel sites. Sandman Hotels will also use the **RedX** Booking Engine with multiple property search features to power its own website ([www.sandmanhotels.com](http://www.sandmanhotels.com)). Sandman Hotels will continue to be represented on the GDSs under the PS chain code and selected SynXis, in part because of their success switching and managing medium-sized chains. The SynXis team has implemented and now manages over 30 private label chain codes and recent switches have experienced increases in booking volumes between 11% and 23% in the first six months after the switch to **RedX**.

Sandman Hotels also cites the **RedX** technology and the ease with which it will enable the property managers to implement revenue management strategies and ultimately increase profitability, as contributing to its decision to switch to SynXis. **RedX**'s many revenue management features give managers the flexibility to apply their own set of principles to their distribution strategies including: full channel management, best available rate, rate tiers, hurdle rates, rate calendars and even dynamic pricing.

Sandman has just launched a new upscale brand of hotels, Sandman Signature Hotels and Resorts, which will also use **RedX**. 'In addition to being impressed with the SynXis technology and how our properties can benefit from its use, we were also looking for a partner that could help us gain the exposure we needed while launching our new premier brand,' said Salim Kassam, vice president of marketing for Sandman Hotels. 'SynXis has a great track record especially when it comes to the 4 to 5 star chains and we are looking forward to a successful partnership.'

'Sandman Hotels is an important win for SynXis. They represent a growing trend of hotel companies that are using distribution technology, like **RedX**, to support their revenue management goals. This approach makes a lot of sense since a CRS can take into account all channels,' said David Meltzer, vice president of sales for SynXis. 'Our technology combined with our expertise in maximizing revenue through all channels puts SynXis in an excellent position to improve our customers' bottom line.'

SynXis products and services connect hotels with their guest through all channels including travel agents, online travel sites, reservation call centers and hotels' proprietary websites. **RedX**, at the solution's core, is a web-based distribution management system that enables property managers to distribute their inventory across all channels easily and efficiently. It provides connectivity to the GDSs, third party travel site and directly to a hotel guest via the website booking engine. This fall SynXis will release a new booking engine, Guest ConnectSM, which has been developed after extensive market research, customer feedback and usability testing. SynXis also provides services such as Revenue Management consulting, GDS and Travel Agent Marketing and award-winning Internet Marketing programs to complement a hotel's existing distribution and marketing strategy.

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

SynXis, a Sabre Holdings company, provides distribution and Internet 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. SynXis operates full-service global call centers offering private label reservation services. SynXis is the technology source for thousands of hotels, 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).

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 [www.sabre-holdings.com](http://www.sabre-holdings.com).

This article comes from Hotel News Resource

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