

Hotels world-wide are finding HotelProphets' EZ Yield irresistible and Metro Hotels has proved no exception  
2007-11-20

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The renowned Australian-based property group has made the switch, signing up six of its hotels to HotelProphets' EZ Yield Channel Management solution.

'When we looked closely at the capability of EZ Yield and compared it to what was available in the marketplace we knew we had found a winner,' said George Bedwani, Chief Executive Officer, Metro Hotels.

EZ Yield is channel management software that lets users effectively monitor and manage inventory for third-party websites at the touch of a button. What makes EZ Yield particularly unique is that it's the only proven system where users can view and alter rates and inventory as well as update advanced bookings, minimum night stay and availability simultaneously on ALL their third party partner web sites.

'It lets you amend all your online distribution channel including proprietary booking engines in real time from the convenience of any PC, saving you both time and money. As it's fully automated it's extremely fast, accurate and instant. You can view reports online to immediately confirm changes and updates have been made successfully' explained Sean Cummins, HotelProphets' Chief Operating Officer.

According to George Bedwani, the new functionality of EZYield version 3.0 establishes a new benchmark in channel management. 'The features of EZYield are truly impressive and I believe it sets a new standard. It's a multi-lingual, multi-currency tool that empowers the user. Most importantly it delivers greater global property exposure so that we can improve our bottom line.'

#### **About Metro Hotels**

Metro Hotels manages the companies 11 hotels, serviced apartments and inns across Australia. Formerly known as Metro Inns, Metro Hotels is the oldest Australian owned and managed hotel chain in the country and has been operating hotel accommodation in key cities and popular tourist destinations for more than 30 years.

Providing traditional Australian hospitality, Metro Hotels, Serviced Apartments and Inns offer guests comfortable and affordable rooms in convenient locations around Australia.

#### **About HotelProphets**

The people at HotelProphets have been serving the hospitality industry since 1985 and have considerable experience and expertise in the industry. HotelProphets is a leading provider of innovative hotel distribution and revenue management solutions that build business and improve profit and performance. Headquartered in Sydney, HotelProphets has 7 regional offices around the globe and thousands of customers in over 50 countries.

For more information regarding EZ Yield Channel Management contact Sean Cummins at HotelProphets on +61 2 9211 0999 or email [seanc@hotelprophets.com](mailto:seanc@hotelprophets.com).

This article comes from Hotel News Resource

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The URL for this story is:

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