

SynXis Adds Caesars Palace and Bally's Further Enhancing Its Market Leadership in the Global Gaming Industry

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Harrah's Operating Company, Inc. renews longtime SynXis relationship while consolidating 30 properties onto the RedX Distribution Management System

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today it has expanded its leading marketplace share of the worldwide gaming industry with the addition of 10 world-renown casinos including Caesars Palace, Bally's and Paris Las Vegas, all part of the Harrah's Operating Company, Inc.'s ('Harrah's') network properties. The consolidation of a large majority of Harrah's properties with a room offering onto one platform brings its total number to 30 casinos that distribute and manage their rates and inventory using the **RedX(R)** Distribution Management System under the HR chain code.

Throughout its long partnership with Harrah's, SynXis has been an integral part of its online growth, with many properties routinely experiencing increased efficiencies with bookings growth on global distribution systems (GDS) and Internet distribution systems (IDS).

In addition to the sustained growth Harrah's has experienced since signing on with SynXis in 2002, **RedX** Property Connect, SynXis' robust integration product that connects **RedX** to Harrah's Property Management Systems, was a contributing factor in its decision to extend the longtime relationship with SynXis.

'Harrah's helped put SynXis on the map in Las Vegas and throughout the gaming community early in our company's life cycle, and we responded by using their valuable feedback to develop a world-class system from which all hotel segments can benefit,' said David Meltzer, vice president of sales for SynXis. 'SynXis also embraces the best-of-breed technology philosophy where property managers have the freedom to select the systems that best fit their needs and can have the confidence that SynXis will work with all vendors to ensure interoperability. This approach has proven to be very important to our customers like Harrah's.'

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 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, 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 www.sabre-holdings.com.

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