

SynXis Adds Shangri-La Hotels and Resorts to Global Customer Base

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Asia Pacific's Leading Luxury Hotel Group Will Use RedX as Its Distribution Solution

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that Shangri-La Hotels and Resorts has chosen SynXis as its long-term distribution partner. Shangri-La is Asia Pacific's leading luxury hotel group, its 54 properties include 24 leading hotels in mainland China. Shangri-La's rapid expansion plans include properties throughout Europe and North America.

Shangri-La properties will use the **RedX** Distribution Management System to distribute inventory to the global distribution systems (GDS) where they will be marketed to hundreds of thousands of travel agents and online travel sites, enabling millions of online consumers to book their properties. Shangri-La will use SynXis to manage and promote its private label chain code, SG, and cited SynXis' experience and success in this area as key to their decision to switch to SynXis. SynXis manages 34 private-label chain codes - more than any other distribution provider in the marketplace.

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.

SynXis will support Shangri-La from its regional support centres in Singapore and Hong Kong, providing properties with the expertise necessary in the local markets. Moreover, Shangri-La will benefit from the Chinese and Japanese versions of the **RedX** Control Center.

RedX Channel Connect will link Shangri-La's properties, via **RedX**, directly to online 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. Shangri-La will collaborate with SynXis to develop new Channel Connects to the leading online travel agents throughout the Asia Pacific region.

'Shangri-La has outstanding properties and offers its guests the highest level of service, so we were not surprised that they had very demanding requirements for a distribution solution,' said Scott Alvis, president and general manager of SynXis. 'This win is especially rewarding for SynXis as our whole global team came together and put forth a customized solution to meet Shangri-La's specific needs. We are looking forward to adding them to our growing and prestigious list of customers in Asia Pacific and throughout the world.'

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, 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 their 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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