

Crystal Inns Selects SynXis To Increase Online Distribution

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Independent Hotel Chain using the RedX Distribution Management System as its single source of distribution

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that Crystal Inns, an independent chain based in Salt Lake City, has selected SynXis as their distribution marketing partner and is using the **RedX**(R) Distribution Management System as its single distribution platform. **RedX** connects Crystal Inns' properties to all channels including Global Distribution Systems (GDS), third party travel sites, the hotels' reservation centers and also provides a state of the art booking engine for Crystal Inns' own website (www.crystalinns.com). Crystal Inns selected SynXis because of its reputation and strength in the hospitality industry and for its track record of gaining more visibility and exposure for properties via online channels.

Crystal Inns also benefits from the **RedX** Property ConnectSM which provides a 2-way interface to the Room Master Property Management System, used at Crystal Inns' properties. This interface improves efficiencies and helps the properties achieve their distribution and revenue strategies with automated reservation delivery, as well as inventory, rates, and restriction (stay controls) uploads.

'Crystal Inns has an aggressive plan to market its properties via online channels including popular travel sites and our own corporate website. Our team loves the **RedX** functionality and enjoys working directly with the technology provider. We are also impressed by Sabre's (SynXis's parent company) commitment to investing in the SynXis technology, which gives us the confidence that they are in this for the long run,' said Natalie Morgan corporate director of sales for Crystal Inns. 'I also believe that the experience of the SynXis team can help us become more visible and productive on the internet and we look forward to a successful partnership.'

'After conducting a thorough review of the marketplace, we are excited that Crystal Inns selected SynXis as its full-service distribution provider,' said Scott Alvis, president and general manager for SynXis. 'Our technology and online marketing expertise will support their goals and help Crystal Inns continue to grow.'

The first Crystal Inn opened in downtown Salt Lake City in 1994 and has since grown to 10 properties in 5 states. Crystal Inn enjoys a great reputation with both business and leisure travelers as evidenced by its success and growth. Crystal Inns' founder and owner Crystal Maggelet champions the staff and leadership in her hotels for their dedication to "delight every guest, everyday, one at a time."

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 guest via the website booking engine. SynXis will be releasing a new booking engine, Guest ConnectSM, which has been developed after extensive market research, customer feedback and usability testing and is designed to increase conversion rates. 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

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 Cophorne, 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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