

## Ultra-luxury Lifestyle Brand Steps Out With SynXis

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Nikki Beach expands into the boutique hotel and resort business with its first property in Turks & Caicos and using RedX as single distribution source

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that Nikki Beach, one of the world's most recognizable lifestyle and entertainment brands, has selected SynXis to help its expansion into the luxury boutique hotel and resort business. Opening April 5, 2008, Nikki Beach Resort Turks & Caicos is the first of fifteen new hotels and resorts located in 12 countries around the world. The property is using the RedX Distribution Management System as its single distribution platform to connect Nikki Beach Resort to all distribution channels, including Global Distribution Systems (GDS) and the leading online travel sites.

Nikki Beach Resort will merchandise its property online ([www.nikkibeachhotels.com](http://www.nikkibeachhotels.com)) using SynXis Guest Connect, the newest generation booking engine on the market, designed to increase conversion rates with its simple customization. Nikki Beach Resort will use Guest Connect to generate revenue from its website by selling the Nikki Beach experience. Nikki Beach Resort will use SynXis' private label call center services and the RedX Voice Agent channel to provide a true single-image of inventory via all channels.

'SynXis provided us the complete package when we were looking for a distribution partner to launch our brand,' said Gary Sims, President for Nikki Beach Resorts. 'Their powerful technology and integration capabilities will help us gain visibility and streamline our operations so we can focus on the guests' experience. SynXis has the experience and expertise with independent properties and small chains that will be invaluable as we grow.'

Nikki Beach Resort will benefit from RedX's advanced integration product, Property Connect<sup>SM</sup> which integrates data seamlessly between RedX and Nikki Beach Resort's Property Management System. The two-way interface improves hotel efficiencies with automated reservation delivery, as well as inventory, rates, and restriction (stay controls) uploads.

Nikki Beach is known for its glamorous star-studded parties and an incomparable dining experience, Nikki Beach's flagship resort in the Turks & Caicos offers guests a unique vacation concept combining five-star service, luxury accommodations, signature Nikki design and ambiance with out of this world unparalleled entertainment in an international, jet-set resort environment. The Turks & Caicos' pristine beaches and turquoise waters make for a spectacular backdrop for the \$100 million, gated complex on the exclusive northeast tip of the island.

'Nikki Beach Resorts is an exciting new brand that recognizes the power of a strong, integrated distribution solution to help build revenues online and offline through multiple channels,' said Scott Alvis, President and General Manager for SynXis. 'We have seen a growing trend of hotels using our full suite of products and services for greater control over their revenue strategy and based on the results, we expect to see that continue.'

### **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](mailto:info@synxis.com), or visit their 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).

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