

AAHOA selects InnLink as Preferred Partner to Provide Members with Central Reservation Services

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At the Asian American Hotel Owners Association (AAHOA) 2008 Annual Convention in San Antonio, AAHOA announced they have selected InnLink, LLC as the AAHOA Preferred Provider for Central Reservation Services.

The agreement includes an exclusive package of services for AAHOA members and a reduced implementation fee. Participating AAHOA properties will be able to use InnLink's Core Services: eLINK to maximize their electronic connectivity to GDS and online travel site (OTA) reservations, iLINK, the integrated booking engine for property website reservations and vLINK, voice and group reservation services. Each participating property will also have ONtarget Revenue Consulting services with a specific Revenue Manager assigned to help increase property revenue and channel distribution.

AAHOA members who choose to participate in the program will be able to maintain all property information through InnLink's customer management tool, RESmatrix. Members have 24 hour a day access to update hotel and room descriptions, room inventory, rates, availability, property and room images, and packages. Free RESmatrix training is part of the AAHOA package.

The AAHOA Preferred Provider package also includes a free Travel Agent Commission Settlement (TACS) feed nightly to simplify travel agent commission processing and payment online. Hotels will pay their travel agent commissions directly through the web-based system with more accurate processing, safer data storage and timely commission payments to increase travel agent confidence in their hotel.

Participating AAHOA members also have free interface implementation for any PMS System with an established InnLink interface. A PMS to CRS interface increases reservation booking capability, simplifies the hotel front office processes, and improves data security enhancing PCI compliance. AAHOA members can get more information on PMS interfaces from InnLink.

To sign-up for InnLink Central Reservation Services AAHOA members can complete a Reservation Request through the AAHOA website or contact InnLink directly at 800-525-4658.

About AAHOA

The Asian American Hotel Owners Association (AAHOA) is THE voice of owners in the hospitality industry. Founded in 1989, AAHOA is now one of the fastest-growing organizations in the industry, with 8,700 members owning more than 22,000 hotels in this country, and totaling \$60 billion in property value. AAHOA's mission is to promote and protect the interests of its members by inspiring excellence through programs and initiatives in advocacy, industry leadership, professional development, membership benefits, and community involvement. As the owners association, AAHOA accomplishes this by engaging in advocacy efforts at the federal, state and local levels, establishing fair franchising standards for the industry, providing year-round programs focusing on education and leadership, securing valuable products and services for its members, and engaging in humanitarian and community efforts. For more information, visit www.aahoa.com.

About InnLink, LLC

Founded in 1991, InnLink specializes in the processing of reservations for hotels and hotel companies using vLINK: comprehensive private-label voice reservations, eLINK: Internet, GDS and Channel Distribution, iLINK: a private label Booking Engine, ONtarget Revenue Consulting: Revenue Management and Marketing Programs and RESmatrix: Customer Tools for Data, Rate and Inventory Management. InnLink maximizes channel-managed, reservation revenue streams for over 1000 hotels, resorts, inns, condominiums and extended-stay properties.

To learn more about InnLink's products and services visit www.innlink.com or contact Pam Walrond, Director, Marketing at 615-264-8087 or pam.walrond@innlink.com.

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