

Newmarket International's Delphi(R) Selected by the Al Habtoor Group for its Metropolitan Hotel 2008-04-28

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced that Habtoor Hotels has selected Newmarket's Delphi(R) and MeetingBrokerSM solutions for its Metropolitan Hotel on Sheikh Zayed Road in Dubai.

Delphi is the leading sales and catering software solution, allowing hotels to better align sales efforts and thereby, increase revenues. MeetingBroker is an innovative web-based lead management solution which will enable users at the Metropolitan Hotel to respond quickly and online to business opportunities.

The Al Habtoor Group owns and operates several hotels throughout the Middle East through its subsidiary Habtoor Hotels. Established more than 25 years ago, the group is recognised as the most experienced Dubai-based international hotel company. Habtoor Hotels has been using Delphi in its Habtoor Grand Resort & Spa for two years. Since the deployment of Delphi, the Grand has realized considerable benefits and enjoys Delphi's integration to its other applications, such as its Property Management and Event Management Systems. Based on this success, Habtoor Hotels will implement Delphi in The Metropolitan Hotel on Sheikh Zayed Road and has potential plans to further roll out Delphi across its entire estate.

'We used Delphi S&C solution at our Habtoor Grand property when it opened two years ago. We have been very happy as it has helped us to ensure that the sales teams are on top of all the leads and are able to get back to our clients faster. We have now decided to roll it out into our other properties and have signed up Metropolitan Hotel on Sheikh Zayed Road which is a landmark hotel in Dubai,' said Rahim Abu Omar, CEO of Habtoor Hotels.

The Delphi solution will help the Metropolitan Hotel to manage its group business and streamline operations. With Delphi's strong reporting capabilities, The Metropolitan will be able to run reports in minutes to analyse the business coming into the property, identify need periods, forecast revenue and determine its best customers. Ultimately, The Metropolitan Hotel will be able to focus its sales team on leads and relationships rather than administrative tasks. By implementing MeetingBroker, the sales team can quickly respond to RFPs and also mandate assignment and escalation rules for leads, ensuring a timely response to prospects.

'We're thrilled that Habtoor Hotels decided to implement our technology solutions at another one of its leading hotels,' said Steve Lambert, Managing Director - International, at Newmarket International, Inc. 'Together with Wide Computer Systems, we look forward to a long relationship with Habtoor Hotels in providing them with integrated, innovative hospitality technology solutions.'

About Newmarket International

Newmarket International, Inc. (www.newmarketinc.com) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 10,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney.

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