

Wyndham Hotel Group Launches Multibrand Web Site for China Hotels

2008-06-12

Wyndham Hotel Group has launched a multibrand booking Web site in the Chinese language that is designed to promote bookings at its Wyndham(R), Ramada(R), Days Inn(R), Howard Johnson(R) and Super 8(R) hotels in China.

The site, www.whghotels.cn, enables users to complete the booking process in their native language. The Chinese site supplements separate existing Chinese and English booking portals for the Ramada, Days Inn, Howard Johnson and Super 8 brands.

The new Web address will be featured in all Wyndham Hotel Group brand advertising and marketing materials in China, providing a 'single call to action' for travelers, according to Daniel Del Olmo, Wyndham Hotel Group vice president of international marketing and strategy.

In a bow to Chinese culture, consumers are not required to provide credit card information to guarantee reservations booked at the new site. Those reservations are guaranteed until 6 p.m. on the arrival date. Chinese Web users who are not comfortable booking online may call a posted telephone number to complete their transaction.

'Domestic travel in China is becoming huge, and these sites were designed to cater to that market,' Del Olmo said. 'Our diverse hotel portfolio, ranging from budget to upper-upscale accommodations, offers more price options than most of our competitors.' Wyndham Hotel Group has more hotels in China than any other U.S.-based lodging company.

By launching the new Web site prior to the Olympic games later this summer, Wyndham Hotel Group has provided an 'easy way for domestic Chinese-speaking travelers to access our nearly 140 hotels in China,' he said.

www.whghotels.cn is Wyndham Hotel Group's first multibrand booking site outside of North America. 'We selected China because it is a market of particular strategic importance to us,' Del Olmo said.

Wyndham Hotel Group, one of three principal components of Wyndham Worldwide (NYSE: WYN), encompasses more than 6,550 hotels and 551,000 rooms in 59 countries on six continents under the Wyndham(R), Ramada(R), Days Inn(R), Super 8(R), Wingate(R) by Wyndham, Baymont Inn(R), Howard Johnson(R), Travelodge(R), Knights Inn(R) and AmeriHost Inn(R) brands. All hotels are owned individually and operated independently or by Wyndham Hotel Management. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33037.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html