

Design Hotels(TM) Selects Rubicon(R) As Its Competitive Rates Solution

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Rubicon's signature product, MarketVision(R), will provide Design Hotels with superior market intelligence and detailed rate comparisons

Rubicon, a leading provider of competitive market intelligence to the travel and hospitality industry, today announced that Design Hotels(TM) has selected Rubicon's MarketVision Competitive Price Position to provide up-to-date, detailed rate comparisons for its hand-picked collection of 170 hotels.

MarketVision offers a number of unique features enabling Design Hotels(TM) to be more effective in seizing fleeting revenue opportunities:

Quickly and easily identifying changes to competitive price position in all markets

Tracking competitive rates changes for future arrival dates including closed conditions

Identification of revenue opportunities using alerts which flag market exceptions

'We are excited about the opportunity to work closely together with MarketVision to provide our members and our revenue management team with access to reliable and essential market intelligence,' said Alexis Dobbelaere, Director of Revenue Distribution for Design Hotels(TM). 'This data will enable them to efficiently control the pricing strategy distributed into the different channels. With online distribution becoming more and more important as well as the necessity to maintain rate parity through all channels, we believe in the strength of MarketVision as an effective technology platform.'

'Rubicon consistently seeks to address the large and diverse needs of its customers,' said Andy Storey, Managing Director of Rubicon in Europe. 'Whether a financial centre hotel in Frankfurt or a resort location in Cyprus, MarketVision delivers timely competitive insight unique to each individual hotel market.' Storey added, 'We welcome Design Hotels(TM) as a customer, and look forward to serving their member hotels in Europe, Asia / Pacific, Americas, Caribbean, Africa and Australia.'

About Rubicon

Rubicon (www.TheRubiconGroup.com) offers the broadest and deepest collection of market insight in the travel industry today. A leading provider of competitive market intelligence and market analysis to the global travel industry, Rubicon's focus is to integrate competitive market information into the business planning and revenue management practices of its customers, including eight of the top ten global hotel groups and three of the top five global rental car groups. Its flagship product, MarketVision(R), offers a comprehensive family of services including Competitive Price Position, Competitive Demand Position and Competitive Channel Position.

About Design Hotels(TM)

Design Hotels(TM) (www.designhotels.com) represents and markets a hand-picked collection of more than 170 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. Design Hotels(TM) embody the most advanced ideas in the hospitality industry and offer cosmopolitan travellers new options for both travel and inspiration.

The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth. Design Hotels(TM) is a registered trademark of Design Hotels AG (Berlin: LBA.BE).

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