

The Real Hotel Company prepares for London 2012 Olympics with Amadeus multi-property PMS

2008-07-29

Fast-growing hotel chain chooses Amadeus Property Management System (PMS) for purplehotels to support its drive for high level of hospitality and service consistency

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has today announced that the Real Hotel Company's purplehotels has selected the Amadeus Property Management Solution (PMS) to help underpin its expansion in the U.K. The multi-property solution will be installed in the first 15 hotels by the end of 2008 with an additional 40 hotels and 4000 rooms planned in time for the London 2012 Olympics.

The Real Hotel Company launched purplehotels in February 2008 to bring a 'touch of style and cool' to a hotel sector that has previously only defined itself by price. The company expects its premium limited service brand to prove very popular and plans to quadruple the number of purplehotel rooms in four years. An efficient technology backbone is crucial to providing guests with the level of service they want at a price they like.

purplehotels will use the multi-property PMS for Front Office, Sales & Marketing, Conference Management and Restaurant Management. This will ensure a consistent service and common experience across the chain. The individual properties will be able to coordinate marketing campaigns, anticipate preferences and target prospective guests with individually tailored offers - as all hotels will have access to the same central database of guest information. The multi-property module of Amadeus PMS is especially suited to fast-growing hotel chains because adding a new property to the chain's IT infrastructure is a quick and simple procedure.

Sam Rubra, IT Director, Real Hotel Company, said: 'The Amadeus PMS will assist us greatly in growing the purplehotels brand as quickly and professionally as we can. The system offers massive opportunities in delivering a common purplehotels experience, this is essential as we expand the brand and differentiate from our competitors. Our staff members are real people, chosen for their hospitable personalities - making people feel welcome and pre-empting their needs are the keys to good service in a low cost environment. However, good information is key to supporting the process. The single consolidated customer view will bring us closer to our guests and enable us to offer an outstanding level of hospitality. This is becoming more important as customers are increasingly demanding and the market becomes more competitive.'

'We selected Amadeus as a result of their experience across the whole travel industry and the strength of their product. We independently rated all of the solutions on the market and Amadeus scored the highest. The engagement has been entirely positive. We feel like a valuable customer and strategic partner and strongly look forward to the mutual benefits of working together.'

Richard Kürzli, head of PMS division, Amadeus Hospitality Business Group, said: 'Amadeus is delighted to be working with The Real Hotel Company. They're an ambitious and exciting hotel chain and we share the same commitment to providing the best possible level of hospitality. We look forward to supporting purplehotels in their expansion plans.'

The Real Hotel Company also manages Comfort Inns and Hotels, Quality Hotels, Clarion Hotels, Stop Inns and New Connaught Rooms.

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers). Solutions are grouped in four solution categories - Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations - data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. Amadeus maintains customer operations in 76 countries covering more than 215 markets. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: www.amadeus.com

This article comes from Hotel News Resource

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