

## Splendia Emerges In North And South America With Strong European Support

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Splendia, a leading online reservation service offering a selection of luxury and character hotels, has increased the size of its portfolio by more than 318 hotels since its official entry into North and South America this year.

Given the current demand among hoteliers for affluent European leisure and business travelers, Splendia has capitalized on its European roots leading the way with a branch in North and South America.

'Approximately 75% of our site traffic originates from Europe with the majority interested in North and South America,' stated Raul Vega, Hotel Business Director for Splendia. 'Europeans also tend to stay longer which offers good ancillary revenue opportunities to the hotels in our portfolio, making the value proposition even stronger. Along with our risk-free business model and fresh approach to developing partnerships, hoteliers are responding by affiliating to our program in growing numbers.'

With more than 1,000,000 unique visitors per month and more than 200,000 opt-in email subscribers, Splendia has earned an enviable position in the marketplace. Now, with a regional office in Miami, Splendia is poised to raise its North American presence both on and offline.

'The wonderful thing about what's happening is that, until now, we have strictly been growing organically,' stated Greg Romanelli, Marketing Manager for Splendia. 'Our growth has come as a result of demand and the type of discerned traveler we bring to our hotel partners and, now that we have dedicated resources to address the needs of our markets, we expect the size of our portfolio to increase exponentially.'

This week, the U.S. Department of Commerce announced that visitation from markets overseas has grown each month for the past 13 months. Arrivals from Western Europe are up 16% year to date while arrivals from Eastern Europe have increased 15% for the same time period. Most notably, arrivals from Spain are up 48% while French and Italian arrivals are up 25%, respectively. Romanelli states, 'Given the fact that Italy, Spain and France are the top three traffic generating countries for Splendia, this announcement presents much needed revenue opportunities for our North American hotel affiliates.'

For more information on Splendia, visit [www.splendia.com](http://www.splendia.com).

### **About Splendia**

Splendia heightens the online travel reservation experience, bringing the perfect balance of luxury, lifestyle and travel into a streamlined service. Striving to exceed traveler's expectations in booking memorable and quality hotels, Splendia facilitates ideal matches between travelers and destination and assures guests a quality label complementing the simple and secure booking process. Founded in Morocco in 2004 by Elie de Coignac and Benoit Durand, Splendia has accelerated internationally with an expert team of 80 spreading throughout five global offices and with access to more than 2,000 hand-selected hotels of distinct character. [www.splendia.com](http://www.splendia.com)

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