

Open Hospitality Poised for Growth

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Adding Talent and Experience to Management Team

Open Hospitality continues its steady growth in the highly competitive travel industry. The New York-based Internet marketing provider unveiled plans to expand into new markets and add new offices. The goal behind this expansion is to service clients with maximum efficiency by creating new executive, sales and marketing positions. Open Hospitality delivers results-driven marketing solutions that help hoteliers around the world drive online reservations to their websites.

Chris Wichers has been appointed Executive Vice President of Sales & Marketing. He will be in charge of spearheading direct sales initiatives, pursuing new partnerships and creating brand-marketing strategies for Open Hospitality's growing roster of clients. As a seasoned hotel industry professional, Chris brings years of practical experience with some of the best-known hotel chains in the world, including Starwood Hotels and Resorts Worldwide, and Hilton Hotels Corporation. Most recently he served as the Chief Operating Officer of Lanyon, Inc., a software provider for the hotel and business travel sectors. His professional qualifications encompass sales and revenue management, product development and information technology.

'Chris has an excellent background for this assignment,' says David Millili, CEO of Open Hospitality. 'He not only has the strategic and technical skills to move our company forward, but also the creative acumen gained through working with major international brands. We are confident that the latest addition to our team will enable us to perform more efficiently and fulfill increasing client expectations. And that's what we have been striving for since our inception.'

Building on its credibility and strength in other markets including New York, Open Hospitality has recently expanded its operations to Dallas, Las Vegas and San Francisco. Establishing new offices will enable the company to broaden its reach and enhance its online marketing offerings.

About Open Hospitality

Open Hospitality delivers a wide array of strategic online marketing solutions and accommodation booking options. The award-winning Internet marketing company focuses exclusively on hotels and hospitality verticals. It helps independent hotels, large groups and chains to raise online visibility, build market share and increase online reservations. Open Hospitality designs websites optimized for major search engines and creates high-impact email marketing campaigns. Its diverse client base of over 540 hotels in 38 countries includes some of the most renowned names in the hotel industry, including Helmsley Hotels in New York, Blakes Hotel in London, Warwick Hotels International, Rock Resorts, Noble House Hotels and Benchmark Hospitality, among others. The company is headquartered in New York, with offices in London, Miami, Dallas, Phoenix, Las Vegas, Anaheim, San Diego, and San Francisco.

For more information visit at www.openhospitality.com or call (212) 989 - 7227

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