

Open Hospitality is the Force Behind New Internet Revenue Streams

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Open Hospitality utilizes robust Internet solutions that attract targeted hotel consumers. Hotels can more effectively price and sell their guest room inventories, and nurture customer retention via email campaigns and feedback systems. As competition among hotels for traveler attention and loyalty heats up, hoteliers worldwide are facing the challenge of setting themselves apart on the Web. Open provides answers to these challenges.

'The Open team worked with us to identify our market specific challenges and created solutions that went beyond just booking a room online. They demonstrated that their technology would help us better manage our inventory in the most efficient and profitable manner,' says Hector Torres, Vice President, Capital Hotel & Suites in Washington D.C. 'Based on their detailed management, creative promotion of our bookable packages and steady email distribution campaign, we have experienced dramatic increases in our Web channel revenues.'

'New Open Hospitality clients on average receive 102% more Internet bookings year-over-year in their premium transient segment using Open's Internet Booking solutions. These same clients on average garner 68% more rooms revenue from this segment. This has resulted from focused account management practices, excellent creative design, and e-marketing campaigns that drive bookings,' added Chris Wichers, Executive Vice President of Open Hospitality. 'We are delighted to be of service to Capital Hotels and Suites as they continuously increase their market share.'

The New York-based online service provider creates customized, visually appealing and informative websites for its clients. These high-impact websites improve search engine rankings, attract qualified traffic, and convert visitors into customers. In addition, user-friendly navigation tools make online shopping experience faster and easier. Open Hospitality focuses on enhancing website productivity and helps their clients maximize online exposure and produce measurable results.

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 us at www.openhospitality.com or call (212) 989 - 7227

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