

## Open Hospitality Leads Hotels to New Internet Revenues

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Open Hospitality is empowering their hotel clients with a new Dynamic Packaging module. This high tech solution allows consumers to customize their planned hotel stay on the fly. Hotel guests can now personalize their online hotel reservation with many additional services and amenities.

This consumer-friendly option showcases guest room features and other hotel services making them all available on-line. Website visitors booking hotel lodging accommodations online can now view multiple product types and choose those that best match their lifestyle. Travelers can include items with their basic reservation such as spa offerings, fitness programs, local transportation, amenities like flowers and candy, dinner reservations, theatre tickets, and many other services.

Ferran Sanfelimon, General Manager of the Exchange Hotel in New York City declared, 'Dynamic packaging gives us a tremendous boost in promoting our services in advance to potential guests. The positive halo this casts on our hotel overall gives us an advantage in our very competitive marketplace.'

'The ability to dynamically bundle rooms and other services has really increased our sales overall. Incremental revenues from these products and services are both profitable and provide our guests with added value for their stay. It is a winning combination,' said Michelle Kudron, Director of Sales and Marketing of the Biltmore Hotel in Oklahoma City.

Open Hospitality's Dynamic Packaging has become the benchmark for online hotel reservation personalization. The trend toward consumer customization of their travel experience is on the rise. Open Hospitality hotel clients can quickly generate new Internet revenues using the Open booking engine with free Dynamic Packaging.

### **About Open Hospitality**

Open Hospitality delivers a wide array of strategic online hotel Internet marketing solutions and accommodation booking options. 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. 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 information or a demonstration visit [www.openhospitality.com](http://www.openhospitality.com) or call (212) 989 - 7227

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