

RoomRez launches in Europe bagging myhotels' as they go

Tuesday, October 12 2004 @ 12:00 PM GMT

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RoomRez, one of the world's leading providers of hotel booking solutions, today launches in Europe, and has announced its first agreement, to power myhotels' web business.



myhotels operates properties in Chelsea and Bloomsbury and is to open two new hotels in Paddington and Brighton within the next two years.

RoomRez, which is headquartered in Sydney, Australia and has significant markets in Australia, Asia and the USA, has opened its European offices in Maidenhead. The company's goal, through its flagship product, RezEngine is to enable individual hotels and small chains to exploit the internet as a technology and distribution platform in order to gain a competitive advantage.

RezEngine is a comprehensive online multilingual reservations system, which is powering the online reservations of companies ranging from Pan Pacific Hotels, Saville Hotel Groups and Howard Johnson through to independent properties.

According to PhoCusWright the web will account for 13% of all hotel bookings this year, while 53% of all internet bookings in the hospitality sector will be direct to consumer via hotels' own websites.

Clifford Giles, RoomRez' VP of sales and marketing Europe says: "We're thrilled to extend RoomRez' operations to Europe, and to have myhotels as our launch customer here.

"For years, hotels have been at the mercy of online discounters. RoomRez, puts the power back into the hands of hoteliers because it gives them the tools to take control of their rooms inventory, improve yield management and get better connected with their online customers. Our core business is built around strengthening our hotel clients direct to market strategies by providing online reservation solutions that increase sales, making it easier for travel buyers to book. It's time our clients started putting the profits back into their own pockets."

Adds Patrik Wennerland, Managing Director of myhotels: "We wanted an online reservation system that provided us with a total solution; a package that was easy to use, and enabled us to push packages out to new and existing online channels. RoomRez's distribution and marketing tools allowed us to achieve our goals".

"RezEngine has been easy to deploy and we believe we're now set for significant revenue growth directly from our internet site."