

India's freshest hotel group smells success with Synxis

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Lemon Tree Hotels to use the RedX Distribution Management System to Fuel Expansion Plans

SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today it has signed an agreement with Lemon Tree Hotels, India's first and finest chain of upscale, full service, moderately priced hotels. Lemon Tree Hotels will merchandise its properties online using SynXis's new booking engine, Guest Connect, and will be switching its properties' GDS/IDS representation to SynXis throughout the year starting with the new property at the East Delhi Mall. Lemon Tree Hotels will use the RedX Distribution Management System to manage rates and inventory across all channels and ensure guests are getting the best value while still maximizing Lemon Tree's profitability. SynXis's growing team in Asia Pacific, which includes offices in Singapore and Hong Kong, will support Lemon Tree's expansion plans with distribution and marketing opportunities aimed at boosting their visibility throughout India.

"We had the benefit of seeing the SynXis team in action this summer at HITEC and we were particularly impressed with their energy and enthusiasm," said Rahul Pandit, Vice President-Operations for Lemon Tree Hotels. "We spoke to many SynXis customers and were happy to hear how passionate they are about working with SynXis. This was a good indicator of how SynXis truly partners with their customers to ensure a successful relationship."

The executive team at Lemon Tree Hotels conducted an exhaustive search for a distribution provider and cited SynXis's "best-of-breed" philosophy as a big factor in their decision to switch to SynXis. Lemon Tree Hotels has the confidence that SynXis will work closely with other vendors to ensure interoperability across the hotels' multiple property systems. RedX Property ConnectSM will integrate data seamlessly between RedX and other systems critical to the Lemon Tree Hotels operations and marketing efforts including property management systems (PMS) and revenue management systems (RMS). Lemon Tree Hotels will benefit from Property Connect with increased efficiencies and reduced costs.

"While looking at new technology solutions it was clear that a 'one-size-fits-all' approach would not work for us; we wanted the freedom to select the best in each class," added Pandit. "The SynXis integration products make it easy for us to choose the solutions that best fit our needs. The SynXis Technology Partner Program proves that they are serious about getting other vendors to work together for the benefit of the customer; this is certainly a refreshing approach."

"Lemon Tree Hotels has a reputation of being leaders in the marketplace so we are thrilled that they selected SynXis to be their partner for such a critical piece of their growth strategy," said

Patrick Andres, Managing Director of SynXis Asia Pacific. "This win is a true nod to our global team and their experience and we look forward to a successful partnership."

SynXis is a key part of Sabre Holdings' portfolio of services in the hotel space. Together, SynXis and Sabre enable hoteliers to sell more rooms, provide better customer service and increase revenues.

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