

Press Release

Hospitality Industry Summit Discusses Need for Scientific Approach towards Rate Strategy

Industry leaders come together at the event organized by IDS Next and RezNext to discuss real-time distribution, REVPAR, KPIs and technology to enhance guest experience

Mumbai, Feb 24, 2014: The recent hospitality industry empowerment summit titled “Transforming Guest Experience and Improving Revenues” held at The Mirador Hotel on Feb 20 2014, saw several hospitality industry leaders come together and deliberate on industry challenges and technology automation benefits.

Organized by IDS Next and RezNext, this summit had distinguished hospitality leaders participate in an engaging panel discussion on the hotel distribution business. The panelists were Rakhi Purohit - Regional Director of Revenue and Distribution (India), Absolute Hotel Services India, Vivek Pathiyan - General Manager, Fortune Select Exotica, Ameet Wagh - Corporate Head-Sales & Marketing, Sun-n-Sand Hotels Pvt Ltd and Don Wilson - Senior Vice President, Revenue Management Development, Maxim RMS . The panel discussion was moderated by Mike Kistner Chief executive officer, RezNext Global Solutions Pvt Ltd.

The panel discussion highlighted the need for establishing an efficient rate strategy and not allowing competitor pressures to dilute the rates. Offering value added services instead of slashing rates to offset the competition was a recommendation made by the panelists. Using opaque channels was another recommendation that would allow hoteliers offer rooms at lower rates with it while not impacting their rate strategy in the market. The panelist also stressed on the need for real-time seamless connectivity in the distribution system that would allow them to automate processes and provide better customer service. Another point of discussion was the significant role that OTA’s played in creating the bill board effect for hotels; especially standalone hotels that could leverage the OTA connect to improve their online visibility. The panel discussion also highlighted the importance of building the hotel website into a dynamic channel to drive the most profitable business and creating compelling offers for the guest to book through the hotel’s website. The panelists were also in agreement about the growing significance of mobile as a distribution channel and the need for hoteliers to leverage this trend.

The event also saw sessions on how hoteliers can adopt technology to enhance guest experience. Improving performance with analytics on the go made available to senior management was another topic of discussion.

“We are constantly looking at ways to engage with our customers to educate them about global best practices and hospitality technology advancements. This hospitality industry empowerment summit has provided us a platform to bring together industry influencers and deliberate with them on the much needed changed in the distribution ecosystem”, said Mike Kistner, Chief Executive Officer, RezNext Global Solutions Pvt Ltd.

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According to Binu Mathews, Chief Executive Officer, IDS Next, “IDS Next is committed to empowering the hospitality industry and this summit is part of our customer connect initiatives that we have planned in order to have a continuous dialogue with the industry. We are very happy that the event has been well received.”

About RezNext

RezNext is the world’s only true Real-Time Distribution Management Solution provider. It empowers hotels to adopt a distribution strategy that simplifies the complex global distribution environment and makes it understandable and manageable. It is integrated with revenue management, operating intelligence and powered with reputation management insights.

At the core of our distribution offering is the real-time two-way connect between a hotel’s property management solution and thousands of electronic channels, helping hotels improve visibility, distribute effectively 24/7, and most importantly, drive revenues.

RezNext’s portfolio of offerings include Real-time two way PMS connect, Channel Manager, Revenue Management, Reputation Management, Web Booking Engine, Online Travel Agent (OTA) Connect, Non-traditional Channels, GDS connect and CRM. This growing range of solutions is available to all hotel segments from independent hotels to large chain hotels, business hotels, resorts and service apartments.

For more information please visit: <http://www.reznex.com/>

About IDS Next

IDS Next, is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans 26+ years, the company has earned the trust of over 3200 customers globally, and has a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. IDS NEXT’s clients include Ramada Hotels, ETA Star, Ramee, Sterling, Choice Hotels International, Swissôtel, Aitkens Spence, John Keells Group, Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, and many more.

IDS NEXT’s portfolio of capabilities include, Software Development, Mobility Solutions, Total Technology Solutions and a range of next generation software products that address every segment of the hospitality industry, including independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, and restaurants.

For more information about us visit: <http://www.idsnex.com/>



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