



Availpro presents new offering at the Hostec trade fair



The Hostec trade fair which opens on 24th January in Birmingham is one of the largest trade fairs dedicated to the hospitality industry in the UK. Availpro, publisher of the Smart Channel Manager[®] solution, will be taking part in the fair for the first time together with its partner Paragon Systems and will present its software solutions on **stand D303 Hall 12**. The trade fair, held from 24th to 26th January at the NEC, will offer independent hotel owners and hotel chains special promotional rates.

The Hostec trade fair, an opportunity for Availpro to showcase its expertise and new products

Visitors to the Availpro stand will gain a comprehensive overview of the company's solutions which include booking engines, Smart Channel Manager[®], connectivity for hotel management software, as well as partner offerings geared to the hotel industry by suppliers such as Paragon Systems. The Availpro stand will receive visitors ranging from hoteliers and partners to journalists and will illustrate how its software solutions work using real-life demos.

The trade fair will also be an opportunity to highlight the **key differences between Availpro and the current market offering**. Customers can now use the Availpro management interface to monitor guest satisfaction or check from where online hotel bookings originated, e.g. referring websites, email campaigns or Google AdWords. Among its other commitments, Availpro also ensures that hoteliers are able to manage their online sales using just one application to handle reservations, foster customer relationships and focus on yield management. Ultimately, Availpro helps hoteliers improve their offering, boost bookings and maximise sales.

Reinforcement of Availpro's presence in 2011

In 2010, Availpro established a sales entity in London with a staff of three to develop a base of hotel clients and ensure follow-up. In 2011, the company intends to fast-track growth and heighten its visibility at events by taking part in trade fairs and organising road show events to reach out to hoteliers and partners. The first event will of course be the Hostec trade fair in January. Another event taking place in London on 7th June is a conference dedicated to increasing bookings directly on hotel websites (www.hotelwebsitemarketing.com).

At the same time, Availpro aims to develop partnerships with Internet distributors, such as its latest partner LateRooms, as well as with hotel software providers.

Philippe Lamarche, President of the Board of Directors, comments on these significant actions: *"2011 is a year of strategic growth in all of our markets. Our investment in communication strategy and software development has paid off because, in adopting our solutions, many hotels acknowledge our technological superiority."*

Availpro – overview :

Availpro is the all in one online solution published by Siriona S.A. which allows independent hotels to sell their rooms not only on their own websites (thanks to the Availpro booking engine) but also through Internet distributor partner sites (Booking, Expedia...). Management of all e-distributor channels is performed by a single extranet system: Availpro. Over 7,500 hotels use Availpro. Since being founded in 2001, 8.9 million room sales have passed through the Availpro system for a total of 750 million euro. For more information: www.availpro.com

Press contact:

Emmanuel Fremau
Tel : 33 (0)1 58 62 46 25
efremau@availpro.com

