



Bringing in ease and simplicity to a highly complex distribution landscape

By EyeforTravel.com Correspondent

Hotel Booking Solutions has made tremendous progress this year, according to its chief executive officer Larry Hall.

He characterises the progress made by the company in three distinct areas.

“First, we continue to make substantial investments in our network infrastructure to give us an ability to scale very quickly and achieve the service levels we seek. We have one of the most powerful and technologically advanced platforms in the world,” says Hall.

“Second, we have enjoyed some successes through new agreements with a number of notable, thought leading companies including Hyatt Corporation, Fairmont Hotels & Resorts, InterContinental Hotels, and Wyndham Worldwide. In addition, we have entered into a comprehensive agreement with SynXis that will extend our Demand Partner Network to the properties that use the SynXis REDX product. Today, SynXis has over 7,000 properties on the various CRS products. And the members of our Demand Partner Network continue to realise significant value from their relationship with Hotel Booking Solutions. American Airlines Vacations, Travel Impressions, Travelocity, and Mark Travel, to name a few, continue to see meaningful, tangible results from their integration efforts with Hotel Booking Solutions and Harrah’s Entertainment,” adds Hall.

“The third area of progress concerns the industry’s realisation that it must pursue

an aggressive multi-channel strategy to remain competitive, and that Hotel Booking Solutions with our lower-cost, high reliability, rapid deploy network provides a much needed service for the supply and demand side of our industry.”

Overall, Hall gives his company an A- for the progress over the past year.

“In many areas of the company we have performed exactly as planned and we have the demonstrable successes that support this claim. The only reason I did not give Hotel Booking Solutions an A+ concerns the technical and operational readiness of all parties to achieve our mutual objectives. As a result, we made a few adjustments in our delivery model and introduced a highly skilled professional services component that solves the technical and operational readiness issues for all parties. We now have a much shorter delivery cycle, which creates much greater “speed to value” for our supply and distribution partners,” he says.

“We bring ease and simplicity to a highly complex distribution landscape. It takes specific industry knowledge, technical acumen, and creativity to help companies solve their distribution challenges. Fortunately, we know full well what it takes to create this value and Hotel Booking Solutions has the breadth of skills and technologies to bring real value for our supply partners and our demand partners,” says Hall.