



For immediate release

Media Contact: Lisa Barker  
+1 678-391-3099  
lbarker@hbsconnect.com

## **Real Resorts Selects HBSi for Distribution iDemand Gateway Solution to Provide Greater Distribution Reach and Increased Automation for Leisure Market Segment**

**ATLANTA** (April 21, 2009) – Real Resorts based in Cancun, Mexico, has chosen HBSi, an IBS Group company, to deliver connectivity to select travel distribution partners via the iDemand Gateway™ platform.

The iDemand Gateway, an integrated channel management and connectivity solution, entirely automates the connection between hotel inventory systems and distribution channels regardless of business model, connectivity type or geography.

Leveraging the flexibility of the iDemand Gateway, Real Resorts aims to increase top line revenue while reducing their direct and indirect distribution costs by having the ability to quickly and efficiently expand their distribution reach while eliminating manual processing altogether.

Real Resorts owns and operates five luxury resorts in the Cancun area. Their sister company, Best Day Travel, launched in 1984 is now a significant operation offering tours, transportation, hotels and charters to millions of travelers annually. Through its website, [www.bestday.com](http://www.bestday.com), the company markets more than 1,300 hotels in Mexico and Latin America.

“We are excited to be able to offer our hotels direct connectivity to distribution channels through our relationship and connection with HBSi,” said Miguel Ortiz, Director of e-business at Real Resorts and Best Day Travel. “The HBSi connection is the perfect partnership to help us increase revenues and streamline operations.”



“Working with Real Resorts represents our commitment to building an important and relevant network for our partners as well as to the future growth of HBSi in key markets beyond US borders,” said HBSi COO Greg Berman.

#### **About HBSi**

HBSi provides a flexible channel management and connectivity platform as well as software integration services to improve the quality and speed of delivering high performance distribution solutions to the travel industry. HBSi is an IBS Group company with hotel supply customers that include Elite Island Resorts, Fairmont, Fontainebleau Las Vegas, Harrah’s, Intrawest, and Sandals, and travel partners including Travelocity, Expedia, Orbitz and Booking.com. For more information, visit [www.hbsconnect.com](http://www.hbsconnect.com).

#### **About IBS**

The IBS Group (IBS) is a leading global provider of new-generation IT solutions to the Travel, Transportation and Logistics (TTL) industry. A specialist in the domain, IBS offers a range of products and services that manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. IBS services include technology consulting, testing, usability engineering, business intelligence & data warehousing, application development, re-engineering, and maintenance. SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, IBS operates software development centers in Atlanta, Bangalore, Boston, Cochin, London, Tokyo, Trivandrum and Washington DC. IBS operates out of fourteen business centers in the Americas, Europe, Asia-Pacific and the Middle East & Africa. More information on IBS is available at <http://www.ibsplc.com>