



AFFINIA HOTELS
comfort by design

Affinia Hospitality
www.affinia.com

Products Used:

RedX
GDS/IDS Connectivity
HTML Booking Engine
Channel Connect
Property Connect
Voice Agent

“We are impressed with SynXis’ commitment to leading the industry with its technology, especially when it comes to integration. We have truly benefited from their innovations.”

Robert Van Bremen
Assistant Vice President,
Revenue Management &
Distribution

Affinia Hotels Incorporates SynXis 2-Way Integration, Increases Revenues By Over 30%

Affinia Hotels, owned by Denihan Hospitality Group, operates nine upscale hotels located in New York City, Chicago, and Washington, D.C. Affinia chose SynXis to provide a platform that would streamline the management of all distribution channels for its hotels and also achieve rate integrity across all channels while eliminating the need for data entry of reservations into the hotel’s Property Management System (PMS).

Challenges

- Difficult to manage rates and availability for multiple hotels
- High labor costs to maintain rate integrity to separate extranets
- Risk of inaccurate information due to manual data entry
- Lack of integration from separate hotel PMS’ to external travel websites

Solution

- Implemented SynXis *Property Connect* to keep systems in synch and maintain a single image of inventory
- Implemented SynXis *Channel Connect* to add direct connections to the most popular online travel sites like Travelocity
- Created proprietary booking engine which addressed a specific method of merchandizing Affinia properties while still managing all rates, availability and hotel content in **RedX**
- Implemented revenue management features to give property managers the flexibility to implement specific rate strategies across all channels

Results

- Increased **revenues by over 30%** in overall year over year distribution channel revenues
- Boosted Travelocity bookings and **revenues by over 176%**, resulting in over **\$2 million in incremental revenue** for the group
- Eliminated the need to manually update rates and inventory in both the PMS and the most popular online travel sites therefore eliminated data errors.