



Shire Hotels & Spas
www.shirehotels.com

Products Used:

RedX
GDS/IDS Connectivity
Booking Engine
Channel Connect
Property Connect

“The SynXis team has been instrumental in getting us to where we want to be. We have increased booking revenue and made our properties more marketable in ways that have made a huge difference to us.”

Jane Waterworth,
Director of Sales and
Marketing, Shire Hotels and
Spas.

SynXis Account Management Consulting Helps Boost Shire Hotels' GDS Bookings by nearly 40%

Shire Hotels, an independent group of eight upscale hotels and spas throughout the United Kingdom, needed a solution to help drive revenue to their properties from channels other than their booking engine. Shire worked closely with their SynXis account manager to make their properties more visible on all four Global Distribution Systems (GDS) and to merchandize their rooms in a way that would drive more revenue through business travel.

Challenges

- GDS channel was not being utilized as much as the chain would have liked
- Shire Hotels was interested in distributing SynXis reservations more evenly across all channels

Solution

- Revised overall rate strategy to increase their visibility in GDS, including the addition of tiered corporate rates for non-contracted companies
- Linked each property with nearby metropolitan locations in the GDS to highlight accessibility to attractions and important business locations
- Enhanced geo-coding to make properties visible for travel agents searching by location or venue.

Results

- GDS bookings for same property sales increased by 38% year over year, contributing significant incremental revenue
- Overall online revenue growth was 30% year on year with an increase from all channels
- GDS bookings now account for 64% of online room reservations and are the largest source of online revenue for Shire Hotels