

hotel SystemsPro, LLC

Based in Atlanta, Georgia, hotel SystemsPro offers a solution set that helps hoteliers reduce administration time, operate more efficiently and increase both revenue and guest satisfaction. Chip Carroll, company President, predicts that in 2009 there will be a growing demand for technology solutions that streamline the sales process and automate operations & asset management at both the property and corporate enterprise levels.

'Hotel companies feel the need to be more efficient and productive, and they want web-based systems to automate more of their operations to do this,' he says. To enable users of their web-based [hotelSalesPro](#) S&C system to earn more revenue in 2009, the company is launching an Internet prospecting tool with free training that teaches sales teams how to find local business sources, and provides an online tool to market to them.

'The key to prevailing over the challenges in 2009 will be adding market share and revenue, and operating more intelligently,' says Carroll. According to him, all hotelSystemsPro's 2,000+ users, including chain property operators, are looking to the firm to provide web-based enterprise solutions that allow cross-selling of rooms and meeting space, and more profitable operations.

Apart from [hotelSalesPro](#) enterprise sales & catering, the company offers [hotelServicePro](#) online automation to streamline nearly all property and guest communication and operations, and asset management, communication & administration tasks; and [hotelWebSpace](#), to drive more online revenue.

hotelSystemsPro
The Power to Exceed Expectations

TravelCLICK, Inc.

Bob Post, CEO of TravelCLICK, says that the top priority in 2009 for their hotel customers is driving increased demand. 'The global hospitality industry is challenged with a general downturn in travel,' he notes. 'At the same time, the Internet has become the fastest growing and, in many cases, the largest channel for reservations.'

Post tells how in this economic environment, properties that compete more intelligently across online marketing and booking channels will be more successful because they will capture share from competitors.

TravelCLICK's approach to increasing hotel revenue and profitability brings together distribution services, hotel marketing and competitive intelligence to give hotels 'a distinct, strategic advantage.'

Post says TravelCLICK clients are utilizing applications that:

- 1) Compare a property's market position to its competitors
- 2) Distribute their product across all effective electronic channels

3) Promote and differentiate the hotel to all consumers, whether directly to online shoppers or via travel agents, ensuring that hotels' websites are not only an online storefront but also a reservations center that brings profitable bookings into a hotel.

In 2008, TravelCLICK showcased its suite of eCommerce solutions, including the [iHotelier Central Reservation System](#), featuring the [iStay](#) booking engine working together with TravelCLICK's market intelligence solutions: [Hotelligence](#), [RateVIEW](#), and [SearchVIEW](#) - which reports performance, pricing and online presence for hotel competitors to over 40,000 users.

'In 2009, more than ever, operators will require demand-driving solutions to boost sales to travel agents, and high-performance website design, SEO, and PPC to attract qualified web shoppers,' says Post.



UniFocus



Mark Heymann is President & CEO of Texas-based UniFocus, providers of Closed-Loop Feedback solutions, Resource Management solutions, and BI applications.

Heymann spoke about how he is seeing more operators make strategic technology

investments that protect profitability, at a time when occupancy rates are trending downward. 'Historical patterns indicate that those hoteliers that do make the critical decisions early on will not only produce cost savings now, but benefit the most when economic conditions improve,' he says.

Where UniFocus see the most interest in 2009 is in smart labor management systems, which when properly implemented can offer