



Availpro, a new actor in the online hotel distribution industry in the UK

France's leading provider of online selling solutions to the hotel industry is now expanding into the UK and Ireland. Availpro's solutions are **specifically designed for accommodation providers** such as independent hotel owners, hotel chains or even residences. The company's software solutions and pioneering approach are dedicated to allowing clients to manage and sell their accommodation offer online through a **white label booking engine** or the **Smart Channel Manager**®.

Availpro, the leader on the French market now expands to the UK

Publisher of the Smart Channel Manager® solution, the company is currently developing a European development strategy. "However, we definitely see the UK as the key market to serve," declares Availpro's CEO, Sébastien Boher. "We want British hotel owners to be able to benefit from the expertise we have gained over the years, mainly in Paris, where 50% of the hotels use our Booking Engine."

The company has implemented the necessary resources to achieve this goal. Ray Mason (formerly MD of travel.co.uk, Teletext Holidays and Octopus Travel) and two sales managers have been hired by Availpro to help with the launch and develop a strong base of hotel clients and other partners such as PMS providers, hotel revenue consultants and web agencies. Other positions, such as members of business development and support teams, are being offered in order to help the local sales entity develop fast.

The introduction of Availpro into these new markets is also supported by a new website (www.availpro.com). Availpro's most enthusiastic spokespeople (the actual users) comment on the various advantages of the company's solution, such as **booking engines with secure online payment, and two-way connectivity between Internet distributors and hotel management programs**. Sales arguments, articles and press releases are also available on the website.

Availpro's key differentiation criterion compared to the current offer in the UK

Availpro has decided to enter the UK market as UK hotel owners have a lot to gain from its technology. Availpro's Booking Engine is an easy to use, white label sales tool designed to boost the hotels booking on their website. Apart from proposing an online payment option, it really boosts the sales. Here is what Simon Denley of the Armstrong Hotel has to say about it: "Thanks to the **exceptional conversion rate of lookers to bookers**, the Availpro booking engine delivers almost **50% of our total online bookings**."

In order to give hotel owners complete distribution coverage, Availpro has developed **2-way connectivity with more than 150 Internet distributors** (including Booking.com and Expedia) but also partnerships with Representation companies (Navarino, RHN, etc), to make it possible to cover the GDS channels at an affordable price. Through Availpro's Smart Channel Manager®, **Availpro has created a flexible and powerful solution for hotel owners offering real benefits**.

Availpro - overview:

Availpro is the all in one online solution developed by Siriona S.A. which allows independent hotels, hotel chains and residences to sell their accommodation not only on their own websites (thanks to the Availpro booking engine) but also through Internet distributor partner sites. Management of all e-distributor channels is performed by a single extranet system: Availpro. Over 7,500 accommodation providers use Availpro. Since being founded in 2001, 8.9 million room sales have passed through the Availpro system for a total of 750 million euro. From more information: www.availpro.com

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