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

France's leading provider of online selling solutions to the hotel industry is now expanding into Spain. 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®.** The **official launch will be made during the Fitur exhibition.**

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

Publisher of the Smart Channel Manager® solution, the company is currently developing a European development strategy. *"However, we definitely see Spain as one of the key market to serve,"* declares Availpro's CEO, Sébastien Boher. *"We want Spanish hotel owners to be able to benefit from the expertise we have gained over the years, mainly in Paris, where 60% of the hotels use our Booking Engine."*

The company has implemented the necessary resources to achieve this goal. Patrick Phelps (formerly Business Development Director for Northern Europe and United States at Keytel Hotel Representatives) has 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.

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**.

Availpro will officially announce its arrival in Spain on the Fitur

The company will be present on the Fitur exhibition (Feria de Madrid) on the stand stand 8A29 (hall 8) from the 19th of January until the 23rd. The Availpro team will provide demonstration and training regarding the company's solutions and services. 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, Expedia, Transhotel...) 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