

Room Mate Hotels Optimizes Online Bookings with RateTiger

Date: 02-04-2010 10:24 AM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [eRevMax Ltd](#)

Global hotelier benefits from channel management software

London, February 4, 2009: International hotel chain, Room Mate Hotels has selected RateTiger's channel manager RTSuite Allocator to help manage the distribution of room rates and availability across online hotel sites. The Spanish-owned group has implemented RTSuite across all its 17 properties to accelerate the growth of its internet bookings.

The choice to use RateTiger was made by Kathi Grützmacher's, Director of Sales Distribution & e-Marketing. She experienced the product during her times with chains like Sol Meliá, Hesperia and NH hotels. "I am very pleased to collaborate with RateTiger again. RTSuite allows us to have complete control of our hotel inventory and distribute it across relevant online channels. Half of our bookings are made through direct sales; the other half we manage efficiently with RateTiger by using four – five specific websites that meet our occupancy demands. I give RateTiger 10 out of 10; it is a top quality product with excellent technical features and supportive customer service."

Compared to traditional hotel products, Room Mate Hotels offers a different concept; the chain positions itself as a design and innovation hotel characterized by customizing all its services to their guests.

"With more and more channels being offered to hotels for distribution, it has become a necessity for hotels to optimize online room rates and availability. Room Mate has a unique personalized offering that needs to reach the right audiences with the right price. Kathi can now control the channels she sells across efficiently and therefore ensure rates are constantly competitive." says Keith Povah, VP Sales International, RateTiger.

About eRevMax International:

eRevMax International is a leader and pioneer in the field of online benchmarking and channel management for the hospitality industry. The company integrates directly with over 500 travel sites, CRS, PMS and RMS companies to provide hoteliers with ultimate revenue and distribution management tools.

RateTiger, by eRevMax, has become the industry's benchmark for rate shopping; revenue management and online channel management. Hoteliers save time and money running competitor price benchmarking reports and simplifies complex rate and availability updates across multiple online channels. RateTiger also offers premium reporting, distribution automation tools and OTA/XML connectivity.

eRevMax, founded in 2001, is now operating in over 65 countries and 750 cities. The company is headquartered in Dublin, Ireland, with regional offices in Orlando, U.S., London, UK, a technical development centre in India as well as six sales offices in mainland Europe. eRevMax currently employs more than 170 people across the globe, rapidly expanding across the European, American and Asian markets. For more information please visit www.erevmax.com.

eRevMax International
Monmouth House, 40 Artillery Lane
3rd Floor, London E1 7LS
United Kingdom
Tel: + 44 (0) 20 7422 7528

Ryan Haynes
Tel: +44 (0) 7825 66 15 75
Email: ryanh@ratetiger.com

[You can find this press release here](#)