

New Zealand's Scenic Hotel Group sees bookings growth after switching to Sabre Hospitality Solutions

SOUTHLAKE, Texas Oct. 28, 2010 – The 100 percent New Zealand owned and operated [Scenic Hotel Group](#) (which includes Scenic Hotels and Suites, Heartland Hotels and Te Waonui brands nationally) recently switched 14 of its 17 properties to Sabre Hospitality Solutions' SynXis Central Reservation System (CRS) for marketing and distribution to the global distribution systems (GDS) and online travel agents (OTA). By using Sabre Hospitality Solutions, Scenic Hotel Group will now have exposure to hundreds of thousands of travel agents and the hundreds of millions of travelers who book hotels online.

According to the team at Scenic Hotel Group, Sabre Hospitality Solutions was selected over other providers not only for their leading distribution technology, the SynXis CRS, but in particular for their experience in the area of increasing hotels and chains' exposure via electronic channels. Over the last several months Scenic Hotel Group has watched as GDS productivity across their group has steadily increased to its highest levels in three years.

"The Sabre Hospitality Solutions team has an excellent reputation for understanding how to get hotels noticed throughout electronic distribution channels," said Piers Hutchings, IT manager for Scenic Hotel Group. "The results we've seen over the last few months give us great confidence in Sabre Hospitality as our partner. We have also enjoyed increased financial and operational efficiencies due to the integration work they've done on behalf of our properties."

The Scenic Hotel Group is also taking advantage of property integration that seamlessly connects the SynXis CRS to the property management systems (PMS) being used at each hotel. This interface enables automated delivery of reservations and other critical property data which eliminates both the hours of labour and potentially costly errors involved in the manual process.

"We are pleased to welcome the Scenic Hotel Group to our growing portfolio of customers in the region," commented Patrick Andres, vice president Asia Pacific for Sabre Hospitality Solutions. "Their early success is a result of their management team working together with our team of experts to determine a clear way to achieve their goals."

About Sabre Hospitality Solutions

Sabre Hospitality Solutions leverages the strength and breadth of Sabre Holding's technology, internet marketing and distribution tools to bring hotel suppliers a global end-to-end solution. Sabre's hospitality expertise and portfolio of solutions has grown significantly over the last several years and now includes SynXis, which provides distribution technology and marketing services; E-site Marketing, the leading hospitality Internet marketing solutions provider; Sabre Hotels GDS; Sabre Hotel RFP, which develops, delivers and manages hotel requests for proposals into a single organization; and Sabre Media Solutions for GDS and other creative services in hospitality. For more information visit <http://www.sabrehospitality.com>.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at <http://www.sabre-holdings.com>.

Sabre Hospitality Solutions:

Carol Levitt
Director, Marketing & Communications
+1-682-605-3614
Carol.levitt@sabre.com

About Scenic Hotel Group

New Zealand's largest independently owned and operated hotel group. We pride ourselves on offering true Kiwi hospitality at our 17 hotels throughout the country. Our two brands, namely [Heartland Hotels](#) and [Scenic Hotels and Suites](#), plus the [Te Waonui Forest Retreat](#), offer distinct levels of value, comfort, quality and luxury.

While offering consistent quality and standards, each of our hotels presents its own style and personality, and reflects its unique location. Come and experience New Zealand with us!

Scenic Hotel Group:

Cindy McEwan
Marketing Executive
+64 3 357 1971
Cindy.mcewan@scenicgroup.co.nz