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FOR IMMEDIATE RELEASE

## Vincci Hoteles Selects EZYield for Hotel Channel Management

*Increasing Online Presence and Consumer Visibility through more than 650 OTA Connections with Fuzionlink™*

**Madrid, Spain – FITUR Stand 8A36 (18 January 2012)** – EZYield®, a TravelClick company, and the premier global provider of smart solutions that [streamline hotel distribution](#), today announced that Vincci Hoteles, a prominent Spanish hotel chain, will implement EZYield's Fuzionlink™ across their entire hotel group for superior channel management capabilities.

Vincci Hoteles' portfolio comprises 35 luxury properties throughout the Iberian Peninsula and Canary Islands, as well as locations in the United States and North Africa. An industry innovator, the chain was one of the first groups in Spain to embrace [automated online channel management](#) technology in 2005, helping set the pace for technological innovation amongst hotels in the region. The group has decided to upgrade its channel management provider to EZYield's Fuzionlink, which has the industry's [largest network of Online Travel Agency \(OTA\)](#) partners with more than 650 website connections. Fuzionlink will allow Vincci Hoteles to access many new customers and to drive new revenue to their hotels.

"In 2012, we want to ensure that we were taking advantage of all distribution opportunities to increase our revenue," Elga Castro, Revenue and Online Distribution Senior Manager at Vincci Hoteles, explained.

After trialing Fuzionlink for six weeks at one of their flagship properties in Spain - Vincci Via 66 - Vincci Hoteles was impressed with the unlimited access to hundreds of Online Travel Agencies (OTAs) offered by the system. "We wanted to significantly increase our online presence, and required the technology to support us in optimizing profit margins across all channels – we were ready to move to the next level of automated channel management technology, and after seeing the results at Vincci Via 66, we decided we needed EZYield's Fuzionlink."

Castro also highlighted the usability of the solution, including the system's streamlined interface, and the level of local customer support offered. "EZYield's Fuzionlink has now connected most of our properties to a significantly higher number of channels, managing them all from one user-friendly interface and streamlining our distribution process. Plus, the system offers robust

functionality that is really easy to use,” Castro said. According to leading OTA partners, Fuzionlink offers the industry’s highest level of data update accuracy, at 97%, eliminating errors and ensuring rate parity.

“Vincci Hoteles is a highly successful and prominent hotel group in the region,” commented Jennifer Ranno, Vice President Global Sales and Marketing for EZYield. She continued: “That Vincci has selected EZYield to be the solution provider for its channel management needs is significant, as the chain has a strong reputation for being technological innovators, and are very influential in this area of Europe.”

“We are delighted by the implementation of Fuzionlink at Vincci Hoteles,” added Alfredo Moreno de la Santa, Southern Europe Sales Manager for EZYield. “The partnership further strengthens our presence in Spain and Portugal, and is testament to our growing market penetration throughout Europe.”

EZYield is exhibiting at FITUR, the International Tourism Fair in Madrid, Spain, 18 – 22 January , showcasing its [Fuzion Hospitality Suite](#). EZYield representatives will be on hand at FITUR to meet with hoteliers and demonstrate the product suite at Stand 8A36.

#### **About EZYield**

Founded in 2002, EZYield, a TravelClick company, is the premier global provider of smart solutions that streamline hotel distribution. EZYield helps hotels boost revenue and increase efficiencies by streamlining connections between multiple systems and booking channels. Its easy-to-use, web-based Fuzion Hospitality Suite features integrated hotel reservation delivery, a proprietary web booking engine and the industry's most trusted channel management solution. With an unmatched passion for service—combined with superior system performance, high security PCI Level 1 certification, systems integration and cloud computing expertise, and the largest distribution network of over 650 websites—EZYield delivers on the promise of worry-free distribution for hoteliers. More than 4,200 customers in 99 countries are served by the company’s team of in-market experts with regional offices in the Americas, Asia Pacific, and Europe. For more information, visit [www.ezyield.com](http://www.ezyield.com).