

# RoomsNet announces integration with distribution and technology services provider Synxis



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Press Release Author = [RoomsNet International Limited](#)

Industry = [Consumer Services](#)

Press Release Summary = **RoomsNet announce that they have integrated with Synxis' electronic distribution system in order to market and distribute hotels on the Synxis platform via RoomsNet's online hotel distribution network**

Press Release Body = **SynXis** is a distribution technology and services provider which also has a sizeable existing base of hotels, both independent and chains that use their IDS and electronic distribution services. Integration with **Synxis** will provide RoomsNet with the opportunity to increase their hotel base and to be able to better serve their customers with a wider choice of hotels and a wider coverage of destinations in all the major regions.

Hotels using the **Synxis system** will now be able to gain more exposure for their hotels using **RoomsNet's** highly successful niche distribution model which is able to identify and target customer needs in a highly relevant manner. **RoomsNet** is able to target specific groups of properties to specific target markets. For example, if a hotel is situated near the Theatreland area in London ([http://roomsnet.com/london\\_hotels/theatreland\\_hotels-S0136-](http://roomsnet.com/london_hotels/theatreland_hotels-S0136-)

[D005.html](#)), **RoomsNet** will be able to position them so as to provide maximum exposure of that hotel to the theatre lovers visiting London. If pets are welcome in a hotel ([http://roomsnet.com/london\\_hotels/pets\\_allowed\\_hotels\\_london-S0167-D027.html](http://roomsnet.com/london_hotels/pets_allowed_hotels_london-S0167-D027.html)), **RoomsNet** will ensure that this feature is given prominence so that visitors to London who want to bring their pets along will find suitable accommodation in London ([http://roomsnet.com/london\\_hotels/](http://roomsnet.com/london_hotels/)) for themselves as well as their pets.

In the dynamic and highly fragmented online travel environment of today, **RoomsNet** is capable of matching the unique strengths of each property with the needs of specific customers and is a pioneer in developing long-tail distribution strategies in the online lodging industry.

Recent industry research has shown that the average online travel buyer spends only around 19 minutes online on a travel site. Time is therefore at a premium for the online travel buyer, and with such a 'short' shopping window, positioning a hotel properly in the correct 'search' context of the online buyer can result in greatly improved booking rates. RoomsNet is committed to optimizing this positioning for every single hotel on its network and maximizing the value of the time spent by customers and increasing reservations to its inventory partners.

With this strategy in mind, **Roomsnet** will continue strengthening their relationship with **Synxis** and other partners to reinforce their position as a leading online lodging distribution network which targets the long tail in distribution to ensure customers get the best possible hotels to suit their requirements and hotels will get the most suitable exposure for their hotels online.

**About RoomsNet International**  
([http://roomsnet.com/about\\_us.html](http://roomsnet.com/about_us.html)):

Founded in 2000, **RoomsNet** is the leading niche online lodging distribution network with coverage of all popular travel destinations in the world. **RoomsNet** works on the cutting edge of online distribution technology and marketing which is the foundation of the company's market leadership in niche online lodging distribution. For further press information, visit <http://roomsnet.com/>

**About Synxis:**  
**SynXis** is a leading travel distribution technology and services

provider. **SynXis** is the preferred provider of reservation products and services for over 7,000 properties around the world. **Synxis** is a subsidiary of **Sabre Holdings** - a Fortune 500 company and a leader in travel.

**Web Site = <http://roomsnet.com/>**

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