

# HotelREZ is now one of the fastest growing representation companies in the world



HotelREZ Hotels & Resorts (HotelREZ) has been recognised as the 7th biggest hotel consortia by US magazine HOTELS, on their list of the world's top 25 hotel consortia.

HotelREZ now represents 62,634 rooms in 950 properties as of December 2016, compared to 33,181 rooms and 601 properties in 2015. This has lifted the company above several high-profile competitors when it comes to the representation of independent hotels.

Mark Lewis, Founder and CEO of HotelREZ has credited the innovation and hard work of his team for this accomplishment. He said:

*“Over the past thirteen years, we have tried to build a company with a strong focus on delivering results that surpass the expectations of each and every hotel member. The growth in our hotel portfolio reflects the need of independent hotel owners and managers for a representation partner that delivers more than just a technology platform. Our sales and marketing representation, coupled with the best channel management and distribution technology solutions available in the market, enable us to give our independent hotel members a competitive edge.*

*“As we take on more hotels, we continue to build on what we are best known for: an exceptional support culture, an*

*entrepreneurial approach to revenue management and a strong network of preferred partners and demand generation. Last year we delivered more corporate and consortia RFPs to our hotel customers than ever before, grew our network of preferred partners and increased our marketing activities at a chain, rate and hotel level.”*

Lewis continued:

“We have even bigger ambitions for the future. We aim to continue growing by way of our reputation and our commitment to excellence in everything we do. Since this report was compiled, HotelREZ has partnered with hundreds of independent hotels in Asia and has had significant wins in the Americas, in addition to signing several major clients in Europe and the United Kingdom. One of those clients is Dorint Hotels, a German brand that required a private-label provider, but chose HotelREZ because of the value-added services we are able to provide, beyond those of a mere technology partner.”

## **About HotelREZ**

**HotelREZ Hotels & Resorts** was established in 2004 by Mark Lewis, an experienced hospitality industry professional and entrepreneur. Over the course of a decade the company has grown to be one of the leading hotel representation companies dedicated to marketing and connecting independent hotels with bookers worldwide.

HotelREZ now provides distribution, revenue, sales consultancy and marketing services and support to more than 1,000 hotels and small hotel groups worldwide including private label GDS chain code solutions.