



Press release by protel hotelsoftware GmbH, Dortmund | For immediate publication

protel hotelsoftware now officially certified with Best Western International

Best Western International certifies Two-Way interface with protel SPE and MPE

Dortmund, 24 February 2015 - After the successful completion of the test-phase, Best Western International has certified the interface between the protel SPE and protel MPE hotel management systems and the Best Western Central Reservation System (CRS). protel hotelsoftware now offers a certified Two-Way interface from protel SPE and protel MPE to Best Western's Central Reservation System.



On 10 December 2014, Best Western Hotels Germany announced to its customers that the certification and the resulting general release of protel SPE and MPE has been granted by Best Western International. As a result, the protel hotel software combined with the two way interface is now available for use by all Best Western hotels. protel has developed the interface as a cloud-based solution that can be utilized for both protel product lines. Best Western hotels working with protel SPE or protel MPE can immediately profit from the advantages of the Best Western CRS.

"We are delighted that the certification of the Two-Way interface now makes protel a certified PMS vendor of Best Western International", says Manfred Osthues, founding partner of protel hotel software in Dortmund, Germany. "Best Western is no doubt one of the major hotel companies in the world and is well-known for its strict standards of quality. We at protel are very proud that our own quality-standards regarding our software products have fulfilled these high demands. Best Western hotels around the world have been successfully using protel's hotel software for many years and we are looking forward to expanding and intensifying this cooperation in the future."

The connection to the Best Western reservation system will make the reservation process even more efficient and effective for Best Western members. Streamlined procedures as well as the improved utilization of available potentials will strengthen the hotel's competitiveness and profitability. Rates, availabilities, and strategies can now be managed directly in the protel hotel software; the manual entry of guest and reservation data is no longer necessary. The constant synchronization of data between the hotels and the Best Western Central Reservation System guarantees up-to-date rates and availabilities in all of the linked Best Western distribution channels. As a result, hoteliers will benefit from increased online sales, higher booking numbers, and improved occupancy.

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About Best Western International

Best Western International, Inc., headquartered in Phoenix, Ariz., is a privately held hotel brand made up of more than 4,000 BEST WESTERN®, BEST WESTERN PLUS, BEST WESTERN PREMIER hotels, located in 100 countries and territories throughout the world. Founded in 1946, Best Western has 19 international affiliate offices and property-direct relationships with another six regions. Recently, Best Western welcomed the new countries and territories of Malaysia and Suriname. Best Western provides its hoteliers with global operational, sales, marketing and promotional support, and online and mobile booking capabilities. More than 22 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®. Best Western also handles reservations through its website at www.bestwestern.com.

▼ www.bestwestern.com

About protel hotelsoftware

protel develops and sells technology and service solutions specifically and exclusively for the hotel industry and related sectors. The consistent focus on the demands of a single industry and an avid passion for technology make protel one of the most experienced and successful providers of advanced hotel management systems. Whatever the requirements, if installed on-site, web-based “in the Cloud” or as a hybrid solution, which combines both worlds: protel’s future-proof software solutions cover the full industry spectrum, from small independent hotels to hotel chains with a global presence. Today, as much as 12,000 hotels and hotel management schools in over 80 countries, including more than 4,500 clients in the Cloud, attest to protel’s high-level expertise and reliability.

▼ www.protel.net

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