

## SynXis by Sabre Hospitality helps hotel to generate revenue

The partnership between Travelguru and Sabre Hospitality Solutions, which completed one year, implemented the CRS system in major hotels chains. Sabre Hospitality Solutions, which launched SynXis Central Reservation System (CRS) RedX, delivers the hotel's inventory across the globe seamlessly i.e via GDS /Third Party websites/ hotel website booking engine reservation call centres. The SynXis CRS enables hotels to maximise revenue, reduce costs and provide outstanding customer service through innovative, market-driven technology combined with customised support. **HB**

— By HB Staff

## Lemon Tree Hotels to mark its presence in 54 cities in India by 2020

To operate 8,000 rooms by 2020 across the country

By Rashmi Pradhan | Mumbai

With 14 hotels operational (having 2,000 rooms), six hotels under various stages of development, Lemon Tree Hotels aims to mark its presence across 54 cities with 8,000 rooms in India by 2020. Currently, the company is focussing in Northern, Western and Southern regions of India. However, after five years, Lemon Tree Hotels will decide upon expanding its base in Eastern region of the country. The company also plans to go for an IPO in the next two to three years.

Talking about the key factors while selecting a city for hotel development, Rahul Pandit, Vice President -

Operations, Lemon Tree Hotels said, "A city is selected keeping in mind three crucial parameters (a) over one million population (b) air connectivity (c) Socio-Economic Classification (Sec) A. And, hence, we have reached the figure of 54 for developing our hotel chain. Presently, the Eastern part of the country faces infrastructural issues and lack of political stability."

Lemon Tree Hotels owns, builds, designs and operates its hotels. However, in a bid to grow faster, Pandit informed, "Besides greenfield projects, we shall also take up brownfield projects in near future."



Rahul Pandit  
Vice President - Operations  
Lemon Tree Hotels

The cost per key is Rs 35-50 lakh for a Lemon Tree Hotel.

### Upcoming projects

- Lemon Tree Hotel, Chandigarh with 85 rooms to be operational by Quarter Two of 2011
- Lemon Tree Hotel, Delhi International Airport with 285 rooms to open by 2012.
- Lemon Tree Hotel, Andheri in Mumbai with 315 rooms to open in 2013
- Lemon Tree Hotel, Sector 60, Gurgaon with 126 rooms to open in 2013
- Lemon Tree Hotel, Pune with 238 rooms to open in 2013
- Lemon Tree Mountain View Resort at Shimla with 72 rooms to open in 2013. **HB**

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## Xn Hotels in process of expanding service network

By HB Staff | Mumbai

Xn Hotel Systems, offering a range of leading business applications and electronic booking services to the global hotel industry, is now in the process of expanding its service network with additional staff and a service presence also planned for Southern India. Xn Hotel Systems entered the Indian hospitality technology market in 2008 through its Delhi-based subsidiary, Xn Hotel Systems (India) Pvt Ltd.

Greg Spicer, CEO, Xn Hotel Systems said, "In India, we recently signed our fifth centralised, multi-property PMS contract. Each group has been moving ahead with their planned expansion. Our initial client, Lemon Tree Hotels and associated Red Fox Hotels today have 13 operating properties using the Protel Multi-Property Edition. In addition, we are also pleased to announce an in-principle agreement

with Movenpick Hotels, with the first installation planned for their upcoming maiden India hotel in Bengaluru."

Its main product-line is Protel Multi-Property Edition (MPE) from Dortmund-based protelhotelsoftware gmbH. Protel's hotel management systems are now installed in 60 countries in 5,500+ hotels. Amongst its global clients include leading brands such as Travelodge group, Vibe Hotels, Medina Apartment Hotels in Australia, Barcelo Hotels UK, Q Hotels UK, Emirates Hotels and Resorts, Rocco Forte Collection and Virgin Limited Edition.

Sanjay Verma, Country Sales Manager, Xn Hotel Systems India said, "We are happy to see the emergence of young, fast-growing hotel chains in India adopting Xn Hotel Systems applications. We plan to continue to grow our brand and client base by providing good service." **HB**