

Citywest Hotel leads the way in online reservations.

Citywest, Ireland's largest hotel, has increased internet sales by over 100% in four months and has become the first Irish hotel to integrate its website with MICROS-Fidelio's OPERA Property Management System.

Citywest Hotel, Conference, Leisure and Golf Resort in Saggart, Co Dublin, is one of Europe's leading tourist and business destinations and will host the 2006 Ryder Cup Gala Dinner in September. Citywest has always been at the forefront of innovation and this major advance gives the resort a significant advantage in online distribution.

Citywest Group General Manager **Phil Jones** said, *"We wanted to improve our booking engine and began working with MICROS-Fidelio & Visrez to develop a method of integrating bookings made on our own website directly into MICROS-Fidelio's OPERA Property Management System"*

Since launching the system in February 2006, direct online revenue has increased more than 100% over the same period last year. Citywest pays no commission and bookings are confirmed in real-time with an automatic 10% discount. This removes the potential for over-booking during busy periods, as all transactions go directly through to MICROS's, OPERA Property Management System.

By combining the power of integration with an innovative array of functionality, MICROS-Fidelio's OPERA Web Suite provides guests, corporate accounts and travel agents with the tools to maximize bookings and increase revenues better than ever before, simply booking reservations for Citywest directly into their OPERA Property Management System.

Managing Director of MICROS-Fidelio UK Ltd., Frank Ward, stated, *"By deploying the industry's first truly integrated, enterprise inventory system OPERA Web Suite, Citywest has given themselves a huge advantage over their competition and we're delighted to be associated with such a successful project."*

In the second phase, Visrez integrated a suite of online tools allowing Citywest's marketing team to track bookings, enquiries, email marketing campaigns, search engine rankings, promotions and competitions using an online control-panel.

Nicky Morrogh, Managing Director of **Visrez** commented, *"We are very pleased to have collaborated with Micros-Fidelio on a project of this nature. The results are outstanding and we continue to develop features into Visrez to keep Citywest at the cutting edge of online distribution"*

About Citywest

Citywest is Ireland's premier conference, leisure and golf resort boasting two Christy O'Connor Jnr designed courses

Citywest Hotel is only 20km from Dublin airport and 15km from Dublin City Centre.

It offers conference facilities for up to 4000 delegates theatre style or 2,300 banquet style. Plus 19 additional meeting rooms with a total capacity of 2,500.

It has a selection of the finest bars and restaurants. Citywest also has a state-of-the-art leisure centre with gym, 20 metre indoor swimming pool and treatment rooms.

Citywest Hotel is part of the Citywest Group which includes Weston Executive Airport and the PGA National at Palmerstown House.

Citywest Group:

www.citywestgroup.com

About MICROS-Fidelio UK Ltd

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. Over 220,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 20,000 hotels worldwide, as well as point-of-sale and loss prevention products through its subsidiary Datavantage for more than 50,000 specialty retail stores worldwide.

For more information on MICROS-Fidelio and its advanced information technology solutions for the hospitality industry, please contact Zoe Walter on +44 (0) 1753 501 686.

<http://www.micros.com>

About Visrez:

Visrez provide web-based reservations & marketing systems to the Hospitality & Leisure sector. For further information contact Nicky Morrogh +(01) 6792212. <http://www.visrez.com>