



Top hotel leads way

CITYWEST Hotel has increased its internet sales by more than 100 per cent in four months — after becoming the first Irish hotel to integrate its website with the Micros Central Reservation System.

The Citywest Hotel, Conference, Leisure and Golf Resort in Saggart, Co Dublin, claims to be Ireland's largest hotel and is set to host the 2006 Ryder Cup Gala Dinner this September.

Engine

The advance in online distribution gives Ireland's largest hotel a significant advantage, according to Citywest Group General Manager Phil Jones.

He 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 into the Micros Central Reservations System."

Since February, direct online revenue has increased more than 100 per cent on the same period last year. Citywest pays no commission and bookings are confirmed in real-time with an automatic 10 per cent discount.