

Latest News

HotelREZ launches in the Middle East with the Appointment of Mezze Associates

Dubai, UAE

1st February 2010

Complete end-to-end solutions for distribution & representation services for individual hotels & hotel chains across the GCC countries.

Dubai, UAE 1st February 2010 – HotelREZ (www.Hotelrez.net), an internationally recognised representation company with over 800 properties worldwide in 27 countries, has today signed a first of its kind partnership agreement for Mezze Associates to manage its complete hotel development across the Middle East. The partnership is already off to a flying start with collaborations moving ahead with Layia Hospitality and many more independent hotels.

HotelREZ, since it was founded in 2004, has seen its hotel membership grow to 675 in under 5 years and anticipates huge interest from GCC countries due to its successful formula for revenue generation. HotelREZ will be a refreshing option for hotels who wish to maximise their revenue through more distribution channels, a vast range of marketing programmes as well as impressive demand generation solutions.

With Dubai hotels recording the worst drop in the Middle East in revPAR figures last year, falling by 31.4 per cent to \$163.31, according to full year results released by industry research firm STR Global, coupled with a regional fall in occupancy by 11 percent in 2009, there is clearly a strong demand for successful ways to generate more revenue.

HotelREZ & Mezze Associates have met this demand, combining a wealth of experience and expertise with extensive, in-depth knowledge of the region. From today, independent hotels & hotel chains will have a complete solutions partner at the forefront of hospitality distribution, managed by a team of industry specialists at the top of their game with an entrepreneurial, flexible and tailor-made approach.

Russel Sharpe, Managing Partner, Mezze Associates said, "*Mezze Associates have over 30 years experience in the Middle East region and recognises that hoteliers need credible solutions for demand and revenue generation. We are committed to offering hoteliers a solution that will maximise revenue through all channels, and believe our partner hotels will benefit from HotelREZ's strong global presence and experience.*"

Mezze Associates already has an established client list that includes some of the region's leading private investors, tour and travel agents, private and public sector organizations and international hotel operators. By partnering with an Agency known for its high standards, pro-activity and passion for its clients, HotelREZ and its services complement the range of services and solutions already being offered.

Brenda Collin, Executive Director at HotelREZ comments, "*We are delighted to be working with Mezze Associates, who we have known and trusted for many years. Their knowledge will be instrumental in our development plans for this region and HotelREZ are proud to be able to offer local support to our members in the GCC states.*"

It is rare to find a representation company that offers a global reach as well as local knowledge and presence in the region that the Mezze Associates partnership will bring to the HotelREZ proposition. Representation in the Middle East sees the dominance of either a low cost no frills entry solution or the more costly Sales & Marketing driven companies. HotelREZ has taken the best of each solution and has created a low cost concept in distribution, but with impressive sales & marketing and demand generation activity.

For queries on HotelREZ services or to become a HotelREZ member, please call the dedicated number 00971 43116770.



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About Mezze Associates

Mezze Associates are formed under the umbrella of the established Mezze Group FZ-LLC. The senior partners are hospitality industry professionals who specialize in interim management projects, hotel and destination representation and now marketing, PR and Communications.

With a combined experience of over fifty years in the European, Middle Eastern, African and Indian markets, the partners offer a wealth of experience, talent and networks to provide clients with the most innovative, current and effective solutions for their interim needs. For further information go to www.mezzeassociates.net

About HotelREZ

Established in April 2004, HotelREZ is a global representation company providing hotel distribution, sales and marketing support to over 1,000 independent hotels and small hotel groups in 27 countries.

Member hotels are given access to a team of Revenue Managers who are trained to help them to increase revenues and profitability, through participation in sales and marketing activities and as well as through the implementation of rate and competitive pricing strategies. Member hotels are also provided with access to 'state of the art' technology platforms to enable them to efficiently distribute their hotel's rates and availability through the GDS, internet channels and the hotel's own website.

For information about HotelREZ please email press@hotelrez.net