



Bavaria Hotels International

Largest All-Suite Hotel to open in Dubai late 2007 – With End-to-End Solutions from protel hotelsoftware

Dubai, March 2007. Bavaria Hotels International CEO, Thomas H F Gertz, recently announced the selection of **protel hotelsoftware** as end-to-end provider of hotel management systems software for **Bavaria Executive Suites Dubai**, the largest all-suite hotel in the Middle East, North Africa and Europe, opening late 2007 in the heart of New Dubai.

As the first hotel in the Middle East to use the fully integrated Protel software, **Bavaria Executive Suites Dubai** will be operating the Multi Property Edition (MPE) of **Protel Front Office, Protel Banquet, Protel SQL Sales & Marketing** for customer relationship management plus Protel reservations management systems.

Explains **Thomas Gertz, CEO Bavaria Hotels International:**

“Implementation of efficient and effective technology is a key strategic decision we have taken to enhance the value of Bavaria Executive Suites Dubai to our guests and owners. In this fast paced world, we need to stay abreast of technology in order to offer the best services and facilities to our guests. Both hardware and software selected must take the routine work out of CRM and hotel operations in order to release our employees to provide the excellence in guest service we require of them; hence our strategic global alliances with key technology providers such as protel.

We have taken the decision to implement protel in MPE (Multi Property Edition) mode from the outset, using Bavaria Executive Suites Dubai as the first of our hotels integrating the full protel software product suite.

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This cutting edge tool allows us to efficiently store – and access - information from multiple hotels, regardless of location, in one central database in real time. The central marketing capabilities of protel MPE are a key benefit to Bavaria Hotels International with central reservations and central reporting modules as an integral part of protel’s MPE product suite”.

“In future, all Bavaria Hotels International properties will be integrated into this scenario - which provides the perfect IT platform for business growth. We offer our guests a wide range of premium quality services. We needed a partner who could help us put our ambitious plans into action. protel is just that partner." concluded Mr. Gertz.

For **Manfred Osthues, Managing Director protel hotelsoftware GmbH**, the partnership with Bavaria Hotels International is also of key strategic importance:

"The installation in Dubai marks the beginning of our presence in the United Arab Emirates. This partnership gives us an extraordinary foothold from which to expand our operations throughout the Middle East. We are very excited to be working with Bavaria Hotels International.”

About protel:

In a few years, protel has made a name for itself as a top-flight provider of high-end hotel software. From small to large individual hotels right up to hotel chains - protel's premium solutions have proven their worth throughout the world.

All of protel's products are based on one principle: "Keep IT simple!" - powerful systems that model complex structures and processes, but are still easy to use and maintain. protel solutions build on Microsoft's cutting edge



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technologies. That translates into rapid implementations, short learning curves, secure data storage, application reliability and stability as well as an investment that will last for years to come.

protel systems are in use at more than 2,700 hotels and hotel management schools in over 40 countries.

About Bavaria Hotels International

Bavaria Executive Suites Dubai operated by **Bavaria Hotels International**, will open late 2007 with 2,100 luxury designer suites, multi-purpose meeting rooms for up to 1000, offices and extensive business centre, plus an Angsana Spa, kid's club and 2 fitness clubs, strategically located on Sheikh Zayed Road within the Dubai Technology and Media Free Zone, minutes from the Jumeirah beaches, world-class golf courses and newly opened luxury shopping malls.

Bavaria Executive Suites Sharjah, opening late 2008 just minutes from Dubai International Airport, will incorporate the Bavaria Hotels International brands *Café Haus*, *Lifestyle Fitness* with two roof top pools, *Personal Assistant* and *Business Club*, in addition to spa and meetings facilities. The project consists of 20 guest floors, plus Penthouse and Health Club floor. With a strong technical and IT infrastructure, **Bavaria Executive Suites Sharjah** will deliver the ultimate high performance living and working environment.

Bavaria Hotels International is an established German Hotel Company with headquarters in Munich, Germany, specializing in the development and management of hotels and resorts.

For further information, please visit www.bhihotels.com

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