

Integration of occupancy data in HQ revenue

HQ plus and Fairmas implement new interface

Berlin, August 2017. HQ plus is now providing an interface to Fairmas for its HQ revenue rate shopping software. Customers of both companies can fully automatically send their tentative and definitive occupancy rates from Fairmas to HQ revenue; these are then clearly presented in comparison to the City Demand and in the context of competitor rates in the Smart View. Furthermore, the occupancy rate development can be analyzed day by day for the last 30 days relative to the current date. Revenue managers thus have a further important performance indicator directly in the software, can observe their market and then make immediate strategic pricing decisions. The data is encrypted and can only be accessed by the customer.

„By incorporating PMS data into our software, we are demonstrating that we are an innovation driver and a strong partner in the market. Changes in demand in the destination as well as the own hotel are immediately visible and can be directly compared with the market situation. With this interface, we have responded to the wishes of our customers and given hoteliers and revenue managers an important decision-making aid“ explains Roland Hehn, CEO of HQ plus.

Niels Schröder, Fairmas' CEO, adds: „The integration of data from different systems is one of the most important trends in software development and affects almost all industries worldwide. We see a great added value for the users of our systems in the development of various interfaces. Our partner HQ plus offers highly innovative products to a large number of our customers. A stronger integration between the applications represents a great additional advantage“.

For HQ plus, the integration of the occupancy data is a further milestone in allowing systems to communicate with one another. After the integration of numerous partners in the areas of RMS and IBE, further PMS are now being continuously integrated in the Rate Shopper HQ revenue.

About HQ plus

HQ plus offers a precise overview of the most important distribution channels to revenue managers and hoteliers for both individual and larger hotel chains. The software HQ revenue, developed by HQ plus, combines all relevant data into a user-friendly interface. This enables a timely response to market changes and thus significantly contributes to the sales and earning improvement of each house. HQ plus is Europe's current market leader with circa 2,000 customers. The company, founded in Berlin in 2012, currently has 24 employees.

About Fairmas

Fairmas GmbH, headquartered in Berlin, is one of the leading companies for hotel software development in Germany. Fairmas offers daily benchmarking, as well as planning, controlling and management reporting solutions. Currently, over 8,000 users in more than 3,500 hotels worldwide are using the company's software solutions – from global hotel chains, to leisure hotels and privately-owned hotels. For more than 12 years, Fairmas has been a strong partner for hotels. Thanks to a combined team of 30 hotel and IT specialists, experienced managers from within the industry ensure hospitality expertise for Fairmas' creative solutions while IT specialists continuously develop the tailor-made software and make sure they run smoothly.

HQ plus
Claire-Waldoff-Straße 1
10117 Berlin
Germany
www.hqrevenue.com

Press contact:
Mathias Gruschwitz
Head of Marketing
mathias.gruschwitz@hqplus.de
+49 30 280427522