



FOR IMMEDIATE RELEASE

## **ResortSuite Launches GuestEX at HITEC Toronto**

*ResortSuite's GuestEX suite dramatically enhances the guest experience at hotels and resorts.*

TORONTO, ONTARIO (June 27, 2017) ResortSuite returns to HITEC with the launch of ResortSuite GuestEX, a complete suite of best-in-class tools for guest engagement and online/mobile booking. This combination of tools allows you to showcase what your entire property has to offer and engage your guests to easily book and enhance their experience in real-time, 24/7.

Comprised of the following modules: ResortSuite WEB, MOBILE, CONNECT and a seamless integration with ResDiary - one of the global leaders in online dining reservation platforms - ResortSuite GuestEX provides a powerful combination of an enhanced property-wide online booking system, a customizable and sleek mobile app and targeted e-mail marketing automation.

### **Integrated online and mobile booking for rooms, amenities and dining reservations**

“ResortSuite has always led the way in generating business for our customers through a superior guest experience. With the rise of Millennials and the experience economy, hotels and resorts should focus on allowing guests to personalize their experience through direct bookings for rooms and other amenities in a single online transaction. If you’re a destination spa or a full-service golf or ski resort, your guests are choosing to stay at your property to immerse themselves in authentic experiences that you offer”, says Frank Pitsikalis, Founder and CEO of ResortSuite.

To address this, ResortSuite GuestEX’s guest-facing technologies have been upgraded and combined to deliver the most convenient and frictionless booking experience for rooms, spa treatments, activities, classes, lessons, golf tee times, gift certificates, membership & dining reservations.

“On top of property-wide online booking, our latest integration with ResDiary now allows operators to combine their room and dining reservations with ResDiary’s table management features. Without opening a new tab or leaving your property’s online booking engine, your guests are guaranteed a smooth, integrated reservation journey. Hoteliers will also have the

ability to make, edit and cancel table reservations from their ResortSuite system for more efficient processes”, says Pitsikalis.

### **Enhanced direct bookings with targeted email marketing automation**

As part of the ResortSuite GuestEX suite, ResortSuite CONNECT enables marketing automation using personalized & targeted email campaigns through the Marketing Campaign Wizard and a powerful integration with Salesforce Marketing Cloud – an industry-leading email marketing service.

Yield higher revenue per guest through promotions using profitable guest patterns across all operations (rooms, spa, activities, golf, ski, dining). Deep links to the zero commission online booking engine, ResortSuite WEB, can be embedded in custom email campaigns to ensure property-wide direct bookings.

To learn more about ResortSuite GuestEX, visit ResortSuite at HITEC Toronto (Booth #2501) or email [sales@resortsuite.com](mailto:sales@resortsuite.com) to schedule a meeting.

### **About ResortSuite**

ResortSuite is the global leader for fully integrated, guest-centric hospitality management software solutions. Developed specifically for hotels, resorts, spas, and clubs, ResortSuite is built on an Oracle database, and includes modules for **PMS, SPA, CATERING, F&B, GOLF, SKI, CLUB, RETAIL and CONCIERGE**. All modules share common core capabilities to streamline operations and enhance the guest experience, and are accessible through the web and mobile devices. Hospitality partners include Miraval Resorts, Omni Hotels and Resorts, Jumeirah Group, Hershey Entertainment and Resorts etc. To request a demo, visit [www.resortsuite.com](http://www.resortsuite.com).

###

### **MEDIA CONTACTS**

Sydney Pope, Claudine Ting  
ResortSuite  
[mediarelations@resortsuite.com](mailto:mediarelations@resortsuite.com)  
1.416.259.0715