

# ISHIN HOTELS GROUP PRESS RELEASE

Press Release

March 2010  
Ishin Hotels Group

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**ISHIN HOTELS GROUP**  
**INSTALLS GDS INTO 12 STRATEGIC LOCATIONS AND IMPLEMENTS EZYIELD**  
**CHANNEL MANAGER IN ALL 19 HOTELS THROUGHOUT JAPAN IN ORDER TO**  
**STREAMLINE ONLINE DISTRIBUTION**

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EZYield.com, the originator of automated online distribution management solutions for the worldwide hospitality industry, has been selected to provide comprehensive technological distribution services for the entire 19-property portfolio. The roll-out of Ezyield Channel Manager began in November 2009 and was completed earlier this year.

In addition to this the group has also contracted to utilize EZYield.com's GDS Connect application across 12 of their hotels for GDS connectivity. "As our business strategy has developed to include a higher percentage of international guests, so too has our need to be able to maximize our opportunity in these markets and manage the channels effectively" says Annette MacAndrew, Vice President, Sales and Marketing of Ishin Hotels Group. "The GDS is a new initiative for most of our hotels so it needed to be as simple and efficient as possible." In addition to this the implementation of a Channel Manager was necessary to effectively manage the large volume of international electronic business the group was attracting to the hotels. "By implementing these products our goal is to not only assist the team by streamlining the day-to-day processes, but also help us to achieve our revenue goals in this market" she said.

Ishin Hotels Group is working hard with partners to maintain rate parity, and believes that this tool will be effective in providing incremental business opportunity to the group.

For further information and access to the GDS Codes for each hotel, please visit [www.ishinhotels.com](http://www.ishinhotels.com) and click on the Travel Agent Information link on the English homepage.

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## **About Ishin Hotels Group Co., Ltd.**

Ishin Hotels Group is a fully integrated hotel investment, asset and hotel management company. Throughout Japan, the Group currently owns 22 hotels and operates 19 hotels across a number of successful brands including Hilton, and the b, the successful boutique hotel brand. The proven ability to combine the best international practice and Japanese management expertise results in significant operational performance improvements in our hotels. Ishin Hotels Group aspires to be the Premier Hotel Company in Japan.

## **Company profile: Ishin Hotels Group Co., Ltd.**

Established:	January 2001
Capital:	JPY 163,166,500
Headquarters:	Kamiyacho Central Place 10F 4-3-13, Toranomom, Minato-ku, Tokyo 105-0001 Japan
Number of employees:	29 (Group total: 1,044 as of May 2010)
Business description:	Hotel acquisition, ownership, operations & assets management

For more information, please visit [www.ishinhotels.com](http://www.ishinhotels.com)