



IXeo Interactive...empowering hotels

IXeo Interactive launches industry innovation **IX-key**. The new online gateway enables hotels to take back more control over their products by offering dynamic packaging on their own websites.

WTM 12-15 November 2007: IXeo Interactive announces the development of an online tool that will empower hotel partners a concierge system to offer dynamic packaging through their own websites.

Graham Leslie, founder of IXeo Interactive Travel and IXeo.com, says: “The IX-key is an industry first. We enable hotels to take back control of their online distribution and positioning. We provide a product that supports a hotel’s market position and develops their website, turning it from an online brochure into a key revenue generator. I believe we deliver a competitively-priced product that is easy to download, easy to monitor and above all, a sympathetic sales and marketing partner that connects hotel partners direct to market.”

Access to the IX-key can be added to any existing hotel website whether on individual property or a chain and download is immediate. Users need only visit www.ix-key.com. Once downloaded, the IX-key button will sit on the hotel’s website, inviting users to access the hotel’s pre-loaded travel planner. The portal will then take users of the hotel’s website through to a fully loaded destination gateway from where they can book flights, tours and excursions, look at interactive maps, browse points of interest as well as book their hotel accommodation.

Hotels can sign up to the IX-key for an annual subscription fee of just €5 per room, per month. No fee will be charged for any bookings made through the customers’ website and IXeo Interactive is offering all hotel companies a free 30 day trial.



While the IX-key provides content from the tourism gateway IXeo.com, (includes access to over 800 airlines, comprehensive destination information and travel from anywhere to anywhere), hotel partners will be able to edit their own content and manage their own rates automatically picked up from the hotel's CRS system as well as offering their own partners advertising space on the their site, as a way of covering the annual subscription fee or generating extra revenue.

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Join the IX-evolution...

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Notes to Editors

IXeo Interactive will manage all non-hotel content covering licenses and annual maintenance without requiring any input from the hotel. IXeo Interactive will also provide fulfilment services to support the dynamic packaging and ticketing requirements under IATA licensing, tour operator insurances covering liability plus call centre support.

Prior to setting up IX Interactive and IXeo.com, Graham Leslie pursued a career in the hotel and travel industry. His last role was chairman of The Aga Khan's Tourism Promotion Services and chief executive officer of Serena Hotels and Resorts. Prior to this he held several executive positions heading brand development, corporate strategy, marketing, sales, IT and distribution for Kempinski Hotels & Resorts, Dusit Hotels & Resorts, Exclusive Hotels, Conrad Hotels & Hilton International.

IXeo.com users have access to over 12 million hotel rooms and 800 airlines. All content is supported by fully descriptive and bookable destination information; from the best dive centre, to the top safari guide, from top opera festivals to a secret hideaway hotel.