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GHRSTravel releases its new Travel Agent platform: NOVA

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To be revealed at the International Tourism Exchange exhibition in Milan GHRSTravel, a leading travel distribution company based in Venice Italy, will release a hotel reservation platform for Travel Agents and Tour Operators at the upcoming BIT2005 exhibition in Milan.

"Nova is unique in that it combines major hotel chains with small and mid-scale hotels in its offering. We are confident that the industry will appreciate the rich features, multiple languages and payment methods offered in NOVA" commented Luca Fenzo, Vice President Business Development.

NOVA will bring more than 9000 hotels in Europe to the desktops of travel agents through an integrated web interface that handles both front and back office operations.

Offered at no cost, NOVA will allow Travel Agents to make hotel reservations using either net rates that they can mark up, or using commissionable rates. This flexibility gives Travel Agents the chance to cater to every need of their customers.

Travel Agents will earn above market average commissions making bookings with NOVA. Commissions will range from 7 to 20 percent, compared to the 10 percent offered through traditional channels.

"NOVA has been designed in close collaboration with the travel agent sector, in order to best serve their needs" added Mr. Fenzo. The development of NOVA went through several phases where GHRSTravel continuously sought feedback from its prospective users, incorporating their requests into the platform. As a result, all the hotels hosted on NOVA exclusively offer real-time availability lookups and instant confirmations.

About GHRSTravel

GHRSTravel is part of the GHRGroup: a pioneering firm in the area of hotel marketing and distribution.

GHRGroup offers a complete suite of distribution platforms created with cutting edge technologies. The network includes over 9000 hotels. An active member in the Open Travel Alliance (OTA), GHRGroup joins forces with the global operators to devise a standard communication platform for the distribution of travel services worldwide

GHRGroup.com

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