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GHRSTravel releases its new Travel Agent platform: NOVA

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-hotels in its offering. We are confident that the industry will appreciate the 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 5 percent offered through traditional channels.

“NOVA has been designed in close collaboration with the travel agent sector 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 GHRSGroup: a pioneering firm in the air and hotel marketing and distribution. **GHRSGroup** 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), GHRSGroup joins forces with the global open travel alliance to devise a standard communication platform for the distribution of travel services worldwide.

CONTACT

Anton Bawab
 Phone: +39 041 5385548
 Fax: +39 041 921011
 Email: anton.bawab@ghrstravel.com

ORGANIZATION

GHRSTravel
<http://www.ghrstravel.com>
 Via Lazzarini, 13

Venice, 30175
Italy
Phone: +39 041 5385548
Fax: +39 041 921011
Email: anton.bawab@ghrstravel.com

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